

Dallas

APRIL • 1955



Insurance and Financial Issue

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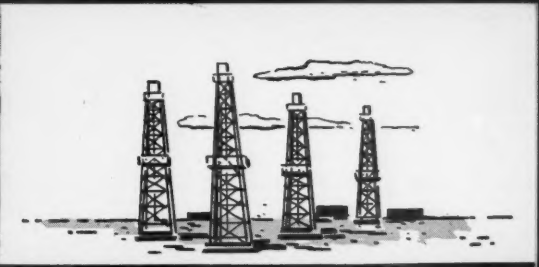
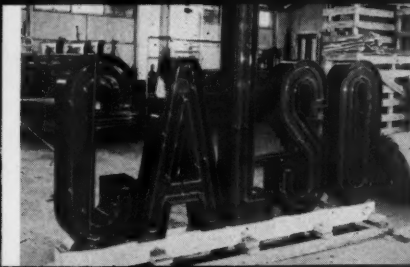


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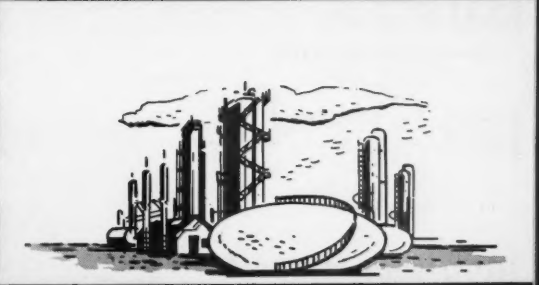
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**TEXAS EMPLOYERS
INSURANCE ASSOCIATION**

HOME OFFICE • DALLAS, TEXAS



Porcelain Enamel



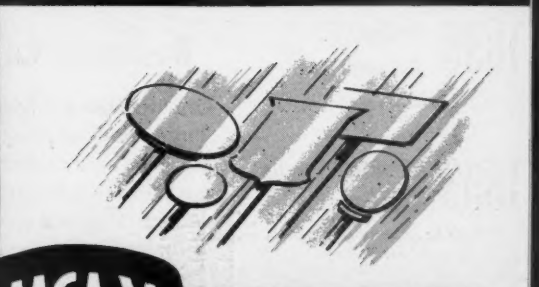
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For the



Oil Industry



By . . .

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Dallas PIONEERS



Established

1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

Established

1893 Sparkman
Inc. Mortician
Originally, Loudermill,
Broussard and Miller

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 First National
Bank in Dallas
Banking

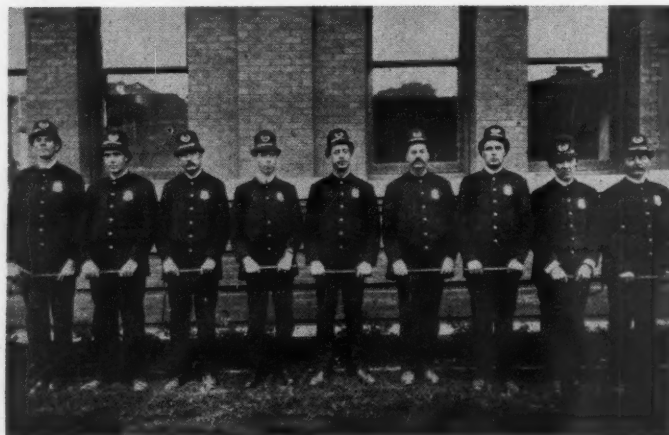
1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE "nightstick" was standard police equipment when this group of "Dallas' Finest" lined up for a photograph back about 1910. The entire Dallas Police Department at that time numbered 96 men under the direction of Chief John W. Ryan. Members of the department were on duty 12 hours out of 24 with two large details reporting in at 10:00 each morning and off at 10:00 each night. Horse and buggy congestion was handled by ten "crossing men" who manned the more prominent street corners each afternoon and served on a 12 to 12 o'clock detail. Two prominent Dallas insurance figures of that period, J. T. Trezevant and Sam P. Cochran, were operating the Dallas insurance management firm of Trezevant & Cochran, then in its thirty-fourth year. Five years later, the present head of the firm, J. O. Smith, joined the firm as a clerk in the accounting department. Organized in 1876, this pioneer firm has often been called the cradle of Dallas Insurance Executives because of the large number of men associated with the company who later went on to high positions in the insurance field. The first insurance management firm in Dallas, this firm also laid the foundations for Dallas position as the major insurance management center of the Southwest. In 1934, Mr. Smith became a full partner and in 1947 he and his son, J. O. Smith, Jr., assumed ownership of the business.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost
Decorators, Nursery Land
Service

1900 John Deere
Plow Company
Agricultural Implements

1903 Smith's Detect
Agency
Burglar Alarm, Fire Alarm
Radio Patrol Service

1903 First Texas
Cal Mfg. Co.
Pharmaceutical Manufacture

1904 Burton &
Over 100 Kinds of Insurance

1905 Lingo Lumber
Company
"There's a
Material Difference"

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers



Dallas

April • 1955

VOLUME 34 • NUMBER 4

STEVE LANDREGAN Editor
THOMAS J. McHALE . . . Advertising Manager
DORIS STEWART Associate Editor
DIANA BOSWORTH Editorial Assistant
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Member, Society of Associated Industrial Editors;
International Council of Industrial Editors.



ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

Building and Real Estate will be the theme of the May issue of DALLAS. It will feature a study of construction in Big "D," including development of new shopping centers, industrial districts, and residential projects. A special feature will be a look at what Dallas is doing to insure that educational facilities keep pace with the growing student population.

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Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

DALLAS CHAMBER OF COMMERCE

1101 Commerce Street

Telephone PR-8451

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President

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President, American Liberty Oil Co.

*Advisory Directors

STATEMENT OF CONDITION

At the Close of Business April 11, 1955

ASSETS

Cash on Hand and Due from Banks	\$220,617,358.77
United States Government Obligations	\$140,999,184.63
Public Housing Authority Obligations (Fully Guaranteed)	5,707,806.21
State, County and Municipal Bonds	23,400,340.22
Stock in Federal Reserve Bank	1,200,000.00
Other Bonds	2,407,841.78
Commodity Credit Corporation Certificates of Interest	18,722,642.08
Loans and Discounts	322,838,591.90
Income Accrued	2,190,728.43
Letters of Credit and Acceptances	4,945,351.47
Banking House and Equipment	7,689,335.15
Other Assets	293,784.68
	\$751,012,965.32

LIABILITIES

Capital Stock	\$ 20,000,000.00
Surplus Fund	20,000,000.00
Undivided Profits	8,623,682.24
Reserved for Contingencies	3,904,848.81
Reserved for Taxes, Etc.	3,554,323.86
Deferred Income	1,436,201.04
Letters of Credit and Acceptances	4,945,351.47

DEPOSITS:

Individual	\$431,523,213.86
Banks	225,402,296.47
U. S. Government	31,623,047.57
	688,548,557.90
	\$751,012,965.32

PUT OPPORTUNITY TO WORK ... where you live

It's Spring. And once again thousands of Dallas folks will be remodeling and repairing their homes . . with the help of First National Timepay financing. What's *your* opportunity . . an extra room, air conditioning, a new paint job? Whatever it is, don't put it off for lack of money. Have it done now and enjoy it . . with a TIMEPAY loan. Arrange for TIMEPAY financing through your dealer or contractor, or talk to a TIMEPAY man at the First. And remember a TIMEPAY LOAN gives you *TIME TO PAY*.

Give Us an Opportunity to Say YES!



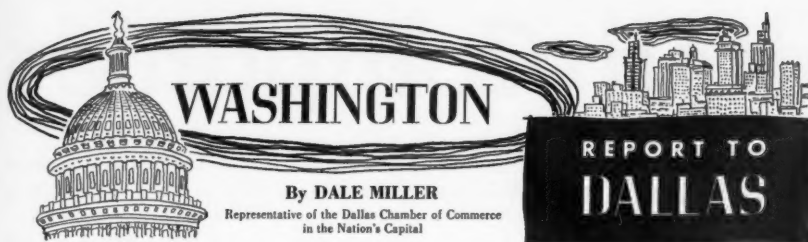
80th year of growth through service to people

NATIONAL BANK in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS • APRIL, 1955





The Industrial South

THE facets of a changing national economy are reflected sooner or later in the political behavior of the representatives of the people on Capitol Hill, and the recent vote in the House on the President's reciprocal trade program was sharply illustrative of a dramatic metamorphosis which has been underway for years in the economic system of the South and Southwest. Despite the fact that Congressmen from the cotton kingdom have been vigorous crusaders for low tariff and expanded world trade for more than a century, the bill to extend the trade agreements act squeaked through the House by the narrowest of margins, and in the process of doing so it failed to muster anywhere near the support from the Southern contingent that similar bills have commanded in the years of the past.



DALE MILLER

The significance of this development is underscored by the fact that the bill represented a bi-partisan effort aggressively sponsored by the leaders of both parties, President Eisenhower and Speaker Rayburn. Such a bill would have been supported with enthusiasm by Southern members in previous years — and with that kind of leadership behind the particular measure this year a solid phalanx of Southern support would ordinarily have been expected — yet there were defections in droves among the Southern bloc. Despite the Speaker's great influence with his Texas delegation, for instance, the Texas members split widely on the final vote, as did other delegations from the low-tariff stronghold of Dixie.

Throughout the dramatic debate on the bill the members, as always, were "hearing from home." And hearing from home in this instance meant the disclosure of a rising protectionist philosophy in the South, not among the quiescent rank and

file, to be sure, but among the numerically small but politically articulate exponents of the new industrial South.

The industrialization of the South has been underway for a number of years, of course, and it has been working a subtle change in the regional economy, but there are indications now that it is coming of age as an inexorable political force.

The principal manifestation of this industrial metamorphosis of the South has been supplied by the migration of the textile industry from New England. Literally hundred of mills in New England have shut down in recent years, while in the South, from the Carolinas to the Gulf, new mills have shot up like mushrooms. And — just as a rock dropped in a quiet pool will produce widening concentric circles — this textile movement is having the effect of stimulating further industrial development. Many communities throughout the South which have been steeped in the languor of an agricultural economy for many decades are today humming with the activity of new industry. And there is abundant evidence that the trend toward industrialization is likely to be accelerated in the years ahead.

It is a curious fact that this migration of industry from the North to the South is not being accompanied to a like degree by a migration of population. Although industrialization has been invigorating the economy of many Southern states for a number of years, it is a rather remarkable truth that during the last decade not a single state south of Virginia and east of Texas with the one exception of Florida, increased in population as much as the national average. The movement of population has been to the West, along the sweeping arc from the Pacific Northwest to the Gulf, where every state from Washington to Texas increased in population by a much higher percentage than did the nation as a whole. In the South, on the other hand, the migration has been primarily of machines rather than people.

Industries require workers, of course,

but in the South these workers have been recruited locally from the farms and homes. Urban population has increased, and farm population has declined, and the trend is continuing. It is important to note that, although not a single state in the Southeast increased in population during the last decade as much as the national average, not a single state in that area failed to increase more in non-agricultural employment than did the nation as a whole. This anomaly — of a region declining proportionately in total population, yet increasing proportionately in non-agricultural population — is profoundly significant of the changing economic and social character of the South.

This migration of industry to the South is of course a wholesome development. Southern leaders for years have deplored the dependence of the South on its cotton economy, and have sought more diversified pursuits to achieve a better balance and a higher standard of living. The fact that new jobs and payrolls are funneling into an area where they did not exist before, coupled with the circumstance that a corresponding migration of population has not materialized to water down the gains, can only mean that increased income and better living conditions will accrue to countless thousands of Southern homes.

Our changing South: Will the trend toward industrialization affect its political unity?

But progress is never an unmixed blessing, and a more diversified economy will inevitably produce more diversified problems. The South has not yet felt the full impact of labor agitation, for example, but to the extent that industrialization takes hold of its economy, to a proportionate degree will problems of this nature begin to disturb the equanimity of the social and political structure of the South. And concentrations of population in urban centers tend to nourish the appeal of social legislation of various kinds. Such are the concomitancies of progress, and there is an attitude among Southerners on Capitol Hill of a grim awareness of what the future may portend. There is uniform approval of the industrial trend, to be sure, for what it means to the economic well-being of their people, but the clouds hovering over the political horizons are lengthening nevertheless. The pastoral homogeneity of an agricultural South may indeed be gone with the wind.

Dallas Based Companies

**Assets Climb 24.7%
In Two Year Period**

DALLAS—the insurance center of the entire South—is the brightest insurance spot in the United States today.

The 186 insurance companies with home offices in Dallas recorded a 24.7 per cent increase in total assets in the past two years alone—bringing their combined assets to almost \$1,000,000,000.

Although only the first quarter of 1955 has passed, many of the Dallas-based insurance companies are predicting the establishment of new records during the current year—records that will erase the new high marks set during 1954.

Other forward-looking Dallas businessmen also are happily anticipating the future healthy growth of the industry, which provides employment for approximately 16,000 Dallas residents and boosts the city's economy by a monthly payroll of more than \$5,000,000.

Legal reserve insurance companies account for the largest volume of total assets and also are the most numerous of all the insurance firms domiciled in Dallas.

The 129 legal reserve insurance companies with home offices in Dallas closed 1954 with a record-establishing total combined assets of \$944,874,427—a 23.6 per cent increase over the figure of two years before. Combined total capital and surplus of the legal reserve insurance industry based in Dallas was \$122,889,306.

Dallas now is the headquarters for 98 legal reserve life insurance companies, with combined assets totaling \$772,386,196 at the close of 1954.

These life companies increased their combined total insurance in force during the past two years by 29.3 per cent to end 1954 with a total figure of \$3,748,502,299.

Also indicative of the growing importance of the life insurance industry in the city's economy and community growth is the increasing membership and activity of life insurance organizations in Dallas.

The metropolis now has the largest organization of life insurance underwriters in the South—the Dallas Association of Life Underwriters with a recently-announced total membership of 633 persons.

The DALU, whose members annually sponsor the Dallas County Cancer Crusade as one of their many civic projects, sponsors one of the most active educational programs in national life insurance circles. Included is the local sponsorship of the Life Underwriter Training Council courses, as well as participation in the annual Tri-Cities Sales Congress in Texas and presentation of several sales seminars.

Dallas boasts 73 life insurance underwriters who have earned their industry's highest professional designation—that of Chartered Life Underwriter, and the local C.L.U. chapter has one of the lengthiest membership rosters in the nation, according to Maurice Carlson, chapter president and vice president, Universal Life and Accident Insurance Company.

Still another life insurance organization in Dallas is the General Agents and Managers Club. The city also provides the current president of the worldwide Life Insurance Agency Management Association in R. R. Davenport, C.L.U., vice president and agency director of Southwestern Life Insurance Company. Several Dallas men have served

Near Billion Dollar Mark

as president of the National Association of Life Underwriters, while Pierce P. Brooks, president, National Bankers Life, recently was named first vice president of the newly-formed National Association of Life Companies, Inc.

New recognition will come to Dallas' life insurance industry next fall when the second annual Southwestern Management Conference is held here—one of the first major meetings scheduled for the city's new Statler-Hilton Hotel. The first such conference, sponsored by the General Agents and Managers Conference of Texas and held at Mineral Wells last fall, was attended by more than 400 persons. Gordon Durden, general agent in Dallas for Pan-American Life and president of the GA&MC of Texas, said the 1954 meeting set a new national attendance record for such management sessions. Almost 1,000 are expected to attend the 1955 Management Conference in Dallas.

Plans for new buildings, progress reports on structures now being built and reports on increases in assets, capital and surplus vied with announcements of plans for expanded operations during recent annual meetings of stockholders of Dallas-based life insurance companies.

Southwestern Life, long the nation's largest operating in its home state, has applied for licenses to expand its operations to Arkansas, Louisiana, Oklahoma, and New Mexico. President James Ralph Wood told his firm's stockholders. His report on 1954 activities showed new life insurance issued totaled \$228,345,382 to set a new record for the fifth straight year. Company assets increased more than \$26,000,000 to reach \$322,553,099—the company's largest calendar-year increase.

Southland Life Insurance Company, which operates in 11 states and the District of Columbia, had \$916,079,134 of insurance in force at the end of 1954, it was reported by President Dan C. Williams, while assets totaled \$172,871,411.

Proposal for a 150 per cent stock dividend to boost the capital structure of Great American Reserve Insurance Company to \$1,000,000 highlighted the annual report of President Travis T. Wallace. He also announced plans for a limited special stock issue for employees and reported the company's assets rose 24.1 per cent in 1954 to a total of \$8,138,815.

Republic National Life Insurance Company issued insurance totaling \$261,207,511 during 1954, raising the firm's total insurance in force to more than \$694,000,000, President Theo P. Beasley announced. The company's assets stood at \$70,880,816 at the close of the year.

President Hilton Painter of Texas Empire Life Insurance Company announced a year-end gain of 130 per cent in the amount of insurance in force by the firm, and expressed optimism about the firm's future growth.

Stockholders of United American Insurance Company heard plans for occupancy this year of a half-floor of the new Insurance Center building being built in the 1900 block of North Akard by the company. President C. L. Dunlap also reported a 48.9 per cent gain in company assets to a total of \$1,334,209.

Don J. Willmon, president of the United Bankers Life Insurance Company, has announced the firm has acquired

ownership of the entire 3200 block of Fairmount for future development of the company's home office site. The five-year-old company which now operates in four Southwestern states tentatively plans the erection of a multiple-storied office building of the skyscraper variety next to its present five-story home office structure.

Fidelity Union Life Insurance Company of Dallas, now operating in eight states, has an expansion program under way this year that will extend its service coast-to-coast over the entire Southern half of the United States. President James M. Collins reports \$209,028,871 insurance in force and a 40 per cent sales increase during the first quarter of 1955 over the previous year.

Rio Grande National Life Insurance Company of Dallas purchased the weekly premium department of the Guarantee Reserve Life Insurance Company of Ft. Collins, Colorado, and is now expanding operations into the states of Arizona, New Mexico, Colorado and Wyoming. President R. W. Baxter reports an increase of insurance in force from \$89,000,000 to more than \$121,000,000 with premium income over the \$4,000,000 mark and total assets of more than \$11,000,000.

Great National Life Insurance Company of Dallas shows a substantial gain in insurance in force with the total reported in the last annual statement of \$157,910,410. President S. J. Hay reports assets at an all-time high of \$27,672,972.

Now under the presidency of J. M. Mottley, the Praetorians report total admitted assets of \$20,505,666. Now in its 56th year this pioneer company has \$72,915,000 insurance in force.

D. Easley Waggoner, president of United Fidelity Life Insurance Company, reported the firm's assets now total \$33,140,214, while insurance in force stands at \$131,129,256. The company has paid its policyholders and beneficiaries a total of \$15,427,401 during its 34 years of operations, Waggoner said.

Harry Brodnax, president of the Universal Life and Accident Insurance Company, reported the firm's total of insurance in force at the close of 1954 is up to \$83,032,095, while the total of admitted assets stood at \$11,456,678.

Brodnax also told stockholders that the company has \$132.39 of assets for each \$100 of liabilities, as compared to the average of \$107 in assets to \$100 in liabilities for the 20 largest life insurance companies in the nation.

Among Dallas' newer home companies, Southern Provident Life Insurance Company of Dallas shows \$16,000,000 insurance in force in its second year of operation. President Eugene U. McCardle reports a 300 per cent increase in reserves over 1954 and 104 per cent increase of insurance in force.

Reserve Life Insurance Company continued its substantial growth in 1954. E. H. Berry, executive vice-president, reports as of January 1, 1955, assets of \$36,273,866, an increase of almost \$5,000,000 over the previous year. During the past year the company paid out \$21,221,285 cash benefits to policyholders, making a total of almost \$85,000,000 paid to policyholders during the past five years.

(Continued on Page 76)

Dallas Serves As Headquarters

MORE than half of the fire and casualty insurance industry's Texas payroll is provided by Dallas-based companies and agencies, and Dallas also serves as the headquarters city for most of the state's largest fire and casualty companies.

Dallas' 95 fire and casualty firms (including both companies and agencies) employing eight or more persons reported a 1954 total taxable payroll of more than \$20,000,000 — 53.2 per cent of the state's total of about \$38,000,000 reported by 183 firms.

Heading this list are such firms as Employers Casualty Company and Texas Employers Insurance Association, Republic Insurance Company, Gulf Insurance Company, Atlantic Insurance Company, Trinity Universal Insurance Company, Insurance Company of Texas, Traders & General Insurance Company, Superior Insurance Company, Southwestern Fire & Casualty Company, Insurors Corporation and many others. Dallas also serves as regional headquarters for most of the larger national fire and casualty insurance groups operating in the Southwest. This growth has been most pronounced during the past few years.

The magnitude of this particular phase of Dallas diversified insurance business is reflected in figures taken from the annual reports of some of Dallas' leading companies. Austin F. Allen, president of Employers Casualty Company, reports that in 1954, the firm's earned premiums rose 8 per cent over the previous year, an increase of \$1,234,000. Written premiums amounted to \$17,006,119.00 at the close of business December 31, 1954. Allen also announced that earned premiums of the Texas Employer's Insurance Association amounted to \$19,389,506.35 during 1954 and dividends and discounts paid to policyholders amounted to

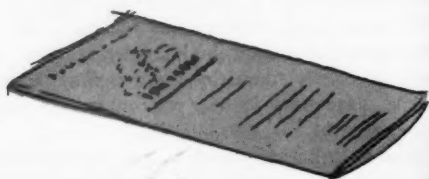
\$4,568,213.38. Total assets of both of these companies amounted to \$44,039,709.55 as shown in the year-end reports.

And, during 1954, the Dallas-based Gulf group — Gulf Insurance Company and its wholly-owned subsidiary, Atlantic Insurance Company — wrote a record volume of business to move into first place among the state's stock fire and casualty companies. In addition to the rising sales, Gulf's president, T. R. Mansfield, announced that the Gulf Group's consolidated assets rose 31.25 per cent during 1954 to a total of \$38,227,255.

Republic Insurance Company, also Dallas-based and currently ranked second among Texas' stock fire and casualty companies, has started construction of a spacious new home office building at Turtle Creek Blvd. and Fairmount on a beautifully-landscaped site near the downtown business district. Hugh H. Gaffney, president of Republic, reported assets of \$33,321,181.43 in the firm's December 31, 1954, statement.

Gordon S. Yeargan, president of Trinity Universal Insurance Company, reported assets of \$30,782,777.79 as of December 31, 1954, an increase in excess of \$5,000,000 over the previous year. The Insurance Company of Texas shows assets of \$10,056,938.03 as against \$7,790,371.00 reported for the previous year by president BenJack Cage. Edward C. Hillman, president of Traders & General Insurance Company, reports assets of \$10,084,390.39 in their 1954 year end report. S. Foster Yancey, president of Southwestern Fire & Casualty, reports assets of \$4,218,484.85.

In addition to these indications of expanding industry growth, combined assets of Dallas-domiciled fire and casualty companies rose during 1954 to a total of \$146,-



for Fire and Casualty Firms

985,748, while the number of fire and casualty companies based here rose from 19 to 21 during the last calendar year.

F. Darby Hammond, executive secretary of the Southwestern Insurance Information Service in Dallas, reported that the fire and casualty industry of Texas last year "paid into the state's coffers nearly \$22,000,000 in taxes and fees, as compared to the \$2,000,000 paid by the industry in 1924."

Payments on automobile bodily injury and property damage claims in Texas during 1952 — latest year for which figures are available — totaled almost \$46,000,000, while the insured fire losses paid by the industry in Texas during 1954 totaled \$32,500,000 — including \$2,553,195 paid to Dallas policyholders who were victims of fires last year.

In addition to these payments, the state's fire and casualty industry paid approximately \$45,000,000 in Workmen's Compensation claims during 1954, Hammond reported.

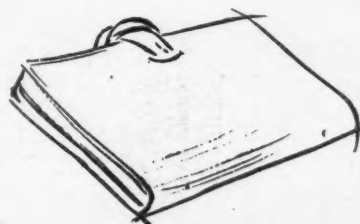
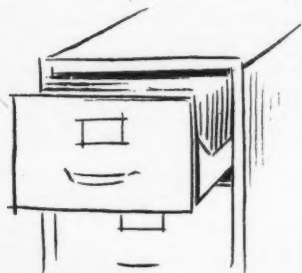
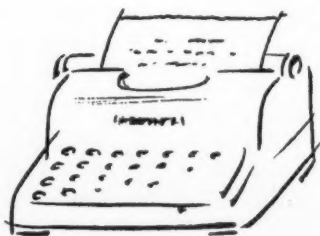
"All of this money eventually finds its way into Texas' trade channels," Hammond pointed out, "to pay the butcher, baker, grocer and department store."

Besides the undoubted major role played by the fire and casualty insurance industry in Dallas' economy, the individuals who compose the industry play important parts in the civic life of the community, participating in all major community fund-raising efforts and leading in traffic safety and fire prevention activities in the city.

Members of the Dallas Association of Insurance Agents, an organization of agents representing stock fire and casualty companies, conduct sustained educational programs for themselves and their employees, in addition to promoting traffic safety, fire prevention and accident prevention programs among schools, civic organizations and luncheon clubs.

Dallas is the headquarters of the Southwest chapter of Chartered Property and Casualty Underwriters, headed by O. V. McDonald, with the primary purpose of raising professional standards within the industry. Approximately 125 persons now are taking study courses and working toward achievement of the coveted CPCU designation.

Also headquartered in Dallas are the General Adjustment Bureau, Inc., an adjusting service organization owned by major stock fire insurance companies and headed by J. F. Miazza, and the Fire Prevention and Engineering Bureau of Texas, headed by A. Sidney Briggs.





THE NEW TIMEPAY DEPARTMENT OF THE FIRST NATIONAL BANK in Dallas will be located in recently acquired space on the ground floor of the Davis Building, adjacent to the present First National quarters.

Dallas Leads Entire South ... In Banking and Finance

By Tom McHale

EXPANDING Dallas' financial leadership in the South and Southwest—the rising tide of Dallas bank deposits and resources are pushing Dallas into position to rank as one of the top ten financial centers of the nation. On December 31, 1954, Dallas became the first city in the South to pass the 2 billion dollar mark in bank deposits and resources. No other city in the Southwest approaches Dallas in its capacity to handle large scale loans and financing, and Dallas overall financial posi-

tion and activity is approached by no other city in the South.

Dallas has the two largest banks in the nation, south of Philadelphia, with the exception of one in Los Angeles. Across the entire Southern half of the United States, only the Bank of America, with its far flung branches and affiliates, tops the First National Bank in Dallas and the Republic National Bank of Dallas, in size.

(See table on page 95.) These two Dallas banks rank first and second among all banks in the Southwest and the Mercantile National of Dallas ranks seventh. Texas ranks sixth in the nation in bank deposits and Dallas banks hold more than 20 per cent of this total.

In terms of banking and finance, Dallas ranks far ahead of its population standing. **SALES MANAGEMENT** last year rated Dallas 18th in city population and 23rd in terms of Metropolitan area popu-

1.

2.



lation. Yet, Dallas easily ranks 11th as a banking and financial center and in some instances even higher. E. O. Cartwright, resident partner of Merrill, Lynch, Pierce, Fenner & Beane, reports that out of their 114 offices Dallas ranks tenth in total volume of transactions.

A comparison of Dallas growth over a twenty year period shows financial gain far outstripping population growth. Records from the DALLAS Magazine January, 1935, issue show that at the end of 1934 Dallas County had a population of 335,000. Dallas bank deposits for the year ending 1934 totaled \$195,413,335. At the end of 1954, Dallas County population stood at an estimated 760,000 and Dallas bank deposits reached a total of \$2,023,262,385. This means Dallas bank deposits are growing more than ten times faster than Dallas population in terms of dollars—and Dr. Arthur A. Smith, vice-president and economist of the First National Bank in Dallas, points out that even in terms of the devalued dollar, Dallas wealth is growing at least five times faster than population.

The continuing pace of this financial growth is reflected in the April 13, 1955, bank call which shows Dallas bank resources at \$2,069,329,844 and Dallas bank deposits at \$1,876,437,637—an all-time high springtime figure. Houston, the only other city in the South approaching Dallas financial position, recorded deposits of \$1,657,166,023 on the same call. This shows a gain of \$231,533,461 for Dallas over the April 17, 1954, call as against a Houston gain of \$95,530,000.

A comparison of bank deposits of Dallas with other major cities in the South and Southwest brings its financial leadership more clearly into focus. Dallas has more than double the bank deposits of either Atlanta or New Orleans. It has roughly three times the deposits of either Memphis or Louisville. Its deposits exceed the combined total of Kansas City, Missouri and Kansas, by almost a half-billion dollars. It outranks such old industrial centers as Milwaukee, Buffalo and Cin-

cinnati. The only cities in the nation now having more banking resources than Dallas are New York, Chicago, Philadelphia, Detroit, Boston, Cleveland, Pittsburgh, San Francisco, Los Angeles and St. Louis, and the St. Louis margin is very thin.

Dallas leadership in banking is also symbolized by the bank towers that dominate its skyline and the beauty and convenience built into the physical plant of its leading banks, both downtown and suburban. Last December the Republic National dedicated its new \$25,000,000 structure, the largest building in the South. Only three cities—New York, Chicago and Cleveland, can boast taller buildings. The First National Bank has just announced a major expansion program that will involve the leasing of approximately 21,000 square feet of space in the Davis Building. The area includes ground floor space east of the building lobby and basement and sub-basement areas—all previously occupied by the Republic National Bank. Most of the new space will be used for new and expanded quarters for the bank's Timepay Department which now has 45,000 customers. The First National has already outgrown its facilities within a year after completing an overall building modernization project. Plans are almost complete for the bank's previously announced addition to its motorbank. The new addition in the Davis Building will give First National almost a 300 foot frontage on Main Street.

The dedication ceremonies of the Republic National Bank last December also focused national financial attention on Dallas. More than 4500 guests were brought to Dallas to participate in that event and Bob Hope headed a list of outstanding stars providing the entertainment. More than 500 of the nation's top leaders in finance and industry spent several days in Dallas during the opening. This included board chairmen, presidents and executive vice-presidents of many of the national leading financial and industrial institutions and a cross section of bankers from all parts of the nation.

(Continued on Page 61)

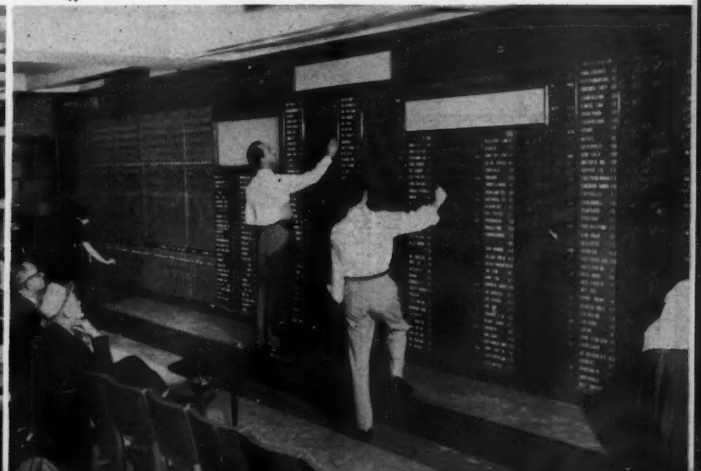
Dallas Rupe & Son Inc.



1. Executive Floor of the First National Bank.
2. Banking room of the Mercantile National Bank.
3. Lobby of the Republic National Bank. 4 Stock Board at Merrill, Lynch, Pierce, Fenner & Beane.
5. Entrance to the Texas Bank & Trust Company.
6. Entrance to Dallas Rupe & Son.

3.

4.



The Met

FOR the fourteenth year, Dallas and its civic leaders will be hosts to the glamorous Metropolitan Opera Company of New York for a gala week-end of music and social festivities May 6, 7 and 8.

This civic-sponsored, non-profit presentation in Dallas of the world's top ranking musical organization will attract visitors from throughout the Southwest, many parts of the nation and several Latin American countries.

Sponsor of the annual opera appearance is the Dallas Grand Opera Association, with Arthur L. Kramer, Jr., as president and Mayor R. L. Thornton as chairman of the executive committee. The membership of the association is made up of individuals and firms who agree to underwrite the cost of the brief season. Although the underwriters have never had to make up for a deficit, these civic-minded men and women always stand ready to do so.

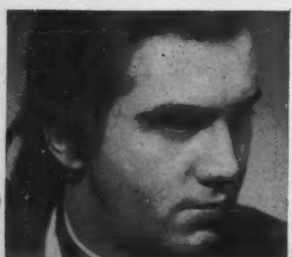
Other officers of the association include: W. J. Brown, W. L. Prehn, and R. L. Tayloe, vice presidents; Fred F. Florence, treasurer, and Henri L. Bromberg, Jr., secretary.

Serving on the executive committee with Mayor Thornton are Nathan Adams, Karl Hoblitzelle, B. F. McLain, Mr. Brown, Mr. Kramer, and Mr. Prehn.

During the 1955 Metropolitan Opera season four performances will be presented in three days at Dallas' State Fair Auditorium. The complete season schedule will be:

Friday night, May 6, the double bill of Leoncavallo's "Pagliacci," sung by Leonard Warren, Kurt Baum, Lucine Amara, Frank Guarrera and Charles Anthony, followed by Mascagni's "Cavalleria Rusticana," sung by Giulio Gari, Herva Nelli, Mildred Miller, Frank Valentino and Thelma Votipka.

Saturday matinee, May 7, Rossini's operatic comedy, "The Barber of Seville," with Roberta Peters, Robert Merrill, Jerome Hines, Eugene Conley, Fernando Corena,



Comes to Dallas

Thelma Votipka, George Cehanovsky, Alessio De Paolis and Rudolf Mayreder.

Saturday night, May 7, the Metropolitan's new production of Giordano's operatic melodrama of the French Revolution, "Andrea Chenier," presenting Richard Tucker, Zinka Milanov, Herta Glaz, Ettore Bastianini, and Rosalind Elias. This operatic novelty, revived this year by the Met for the first time in 23 years, has been acclaimed as one of the major hits of General Manager Rudolf Bing's regime. The opera has never before been presented in the Southwest.

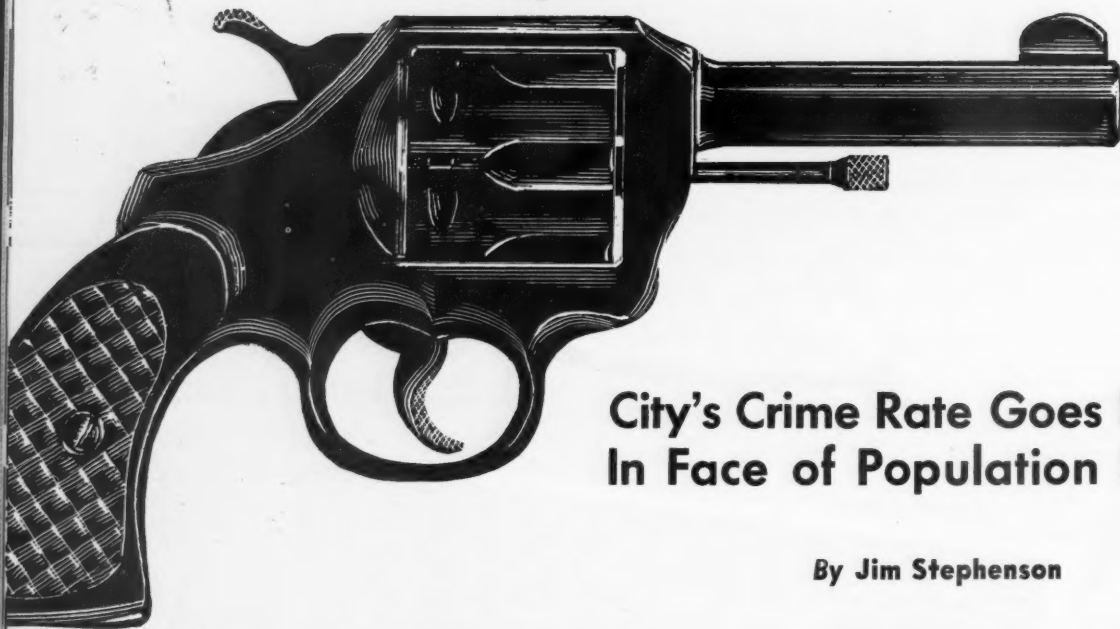
Sunday matinee, May 8, Massenet's "Manon," sung by Licia Albanese, Guiseppe Campora, Frank Valentino, Nicola Moscona, and Shakeh Vartenissian.

There will be no advance in prices this season, Mr. Kramer announced, as the aim of the civic sponsors is only to defray basic expenses of bringing to Dallas the celebrated company which travels in two special trains.

The ticket office is located at 1315 Elm St. to handle ticket orders. Prices are \$7.80 on the first floor, and \$6.60, \$5.40, \$4.20 and \$3.00 in the balcony.



SCENE from
"Manon," final performance of the 1955
opera season.



City's Crime Rate Goes Down In Face of Population Boom

By Jim Stephenson

THE bigger Dallas grows the smaller its crime rate gets. With the exception of March, improvement has been steady, month by month, since last October.

And despite the setback last month, figures for the first three months of 1955 were more favorable than those for the initial quarter of last year. Moreover, 33.78 per cent of this year's first quarter crimes were cleared by arrest, compared with 31.69 per cent of those in the same period last year.

This achievement is no accident.

Civic and official leadership has planned it that way, being in full agreement that to make crime a nonpaying proposition is just plain good business.

But then Dallas always has frowned on hoodlums. As proof, take an excerpt from a historical sketch of the Dallas Police Department, written about 1900:

"By this time (1872) Dallas had become the mecca for many people who saw great possibilities

in this section of the country and they poured into Dallas from all points of the compass. (Sounds like 1955!)

"Of course, with this great influx of people came many crooks and criminals of all kinds, and Dallas' small police force was kept very busy. To the credit of the officers of those early days, however, it can be said that they handled all crooks without gloves and were able to cope with the situation."

To cope with the situation of a modern-day booming metropolis which—in Mayor Bob Thornton's words—has never built anything quite big enough, up-to-date planning includes four Dallas police substations.

One of these substations already is under architectural contract and on the drawing boards. It will be a part of the projected Oak Cliff municipal service center on Illinois Avenue, about a quarter of a mile east of Cockrell Hill Road.

as Finest Get Even Better

Cost of the Oak Cliff police substation itself will be in the neighborhood of \$60,000. It will include a squad room, offices and cells for holding prisoners until they can be picked up and taken to jail in downtown headquarters.

Other substations will be built at service centers now in operation in South Dallas and Northwest Dallas, and at a center planned north of White Rock Lake, when bond funds are voted for them.

City Manager Elgin Crull explained that the district police stations will make it unnecessary for arresting officers to leave their patrol areas for long periods to take prisoners all the way to jail at City Hall. Other officers, assigned to do so, can pick them up for the haul downtown.

Other phases of Dallas' bettering crime picture:

1. *The Growing Police Force.* The City Council in the last 15 months has OK'd addition of 280 officers—to give the department a strength of 790 men by September 30 of this year. An intensive recruiting campaign since January 1 already has brought total strength, counting trainees, up to 771. A class of 21 was graduated March 4. On April 1, another 43—biggest class in police department history—finished their thorough eight-week indoctrination. Still another group of 33, including two women telephone clerks (to relieve officers for other duties) will be graduated April 29.

Four "civilian cops" were hired in March. They will serve as information clerks and jail guards, relieving police officers of those duties. The department proposes to hire 30 civilian cops in all.

2. *City-County Co-operation.* The City Council and County Commissioners Court now are awaiting recommendations from a five-man citizens board, jointly appointed to establish and operate—after intensive, careful study—a city-county crime laboratory.

The crime lab will be located in Parkland Memorial Hospital. Before it is established, however, the board will complete exhaustive surveys of crime labs in other major cities, Chairman J. Ralph Wood, president of Southwestern Life Insurance Company, explained.

Each member of the crime lab board also will have a personal look at the Department of Public Safety crime lab in Austin—considered the best in the Southwest.

Other members of the board are former Mayor James R. Temple, former District Judge Robert Hall, Citizens Traffic Commission Chairman L. H. Ridout, Jr., and Attorney John Platch Green.

The study is deliberate, Mr. Woods said, because "we

don't want to wind up with a lot of things we won't need at the sacrifice of a lot of things we will need."

The crime lab will cost about \$40,000 for operation the first year. The city has money on hand for its half and the county has set aside \$20,000 in its 1955 budget.

Ex-officio members of the board are Sheriff Bill Decker and Chief of Police Carl Hansson.

3. *Efficiency of Veteran Police Officers.* Since the city started its police department strengthening campaign in the fall of 1953, some 260 officers have been added. Now about 36 per cent of the force is composed of men with less than a year and a half of service, Chief Hansson pointed out. Then he bragged a little.

"You'd think that with so many new men there would be a lot of blunders. There are some, but not the kind that bring many complaints from the public. That speaks well for the older men who are training them."

Before a new man is put out on the street with an older officer for actual police work training, he gets many hours of classroom instruction. Southern Methodist University professors, FBI agents and specialists in the police department are his teachers.

Part of his grooming is an eight-hour course in public relations.

Later, two-hour-a-week sessions deal with the mistakes that have been made on the job, and with questions raised by the newer officers about the every-day problems they run into.

With additional manpower available, patrolling of the city has been stepped up nearly 60 per cent. Effective in January, radio patrol districts were increased from 29 to 46. The figure now is more than double that of September, 1953, when the City Council ordered a bigger police force.

Tangible results: A bigger percentage of crime clearances by arrest, and a smaller number of crimes despite Dallas' steadily growing population.

This article is the first in a series of three devoted to law enforcement in Dallas and Dallas County. Next month DALLAS will report on the personnel that make up the City Police and Sheriff's departments. Finally, in June, the series will be concluded with a special article on the Dallas County Sheriff's Office.

STATEMENT OF CONDITION

April 11, 1955

RESOURCES

Cash and Due from Banks	\$200,620,837.47
U. S. Government Securities	111,304,106.78
State, Municipal and Other Securities	3,214,806.51
Stock in Federal Reserve Bank	1,800,000.00
Loans and Discounts	361,591,870.29
Bills of Exchange and Commodity Loans	14,132,024.99
Bank Building and Equipment	25,514,247.43
Acceptances and Letters of Credit	8,878,162.91
Other Assets	738,837.72
TOTAL	\$727,794,894.10

LIABILITIES

Capital	\$ 27,000,000.00	
Surplus	33,000,000.00	
Undivided Profits	3,669,220.49	\$ 63,669,220.49
Reserve for Contingencies		6,076,590.67
Reserve for Taxes, Etc.		4,399,597.09
Acceptances and Letters of Credit		8,878,162.91
Deposits:		
Individual	439,317,354.71	
Banks	186,083,145.89	
U. S. Government	19,370,822.34	644,771,322.94
TOTAL		\$727,794,894.10

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President, Cary-Schneider Investment Co
WIRT DAVIS II
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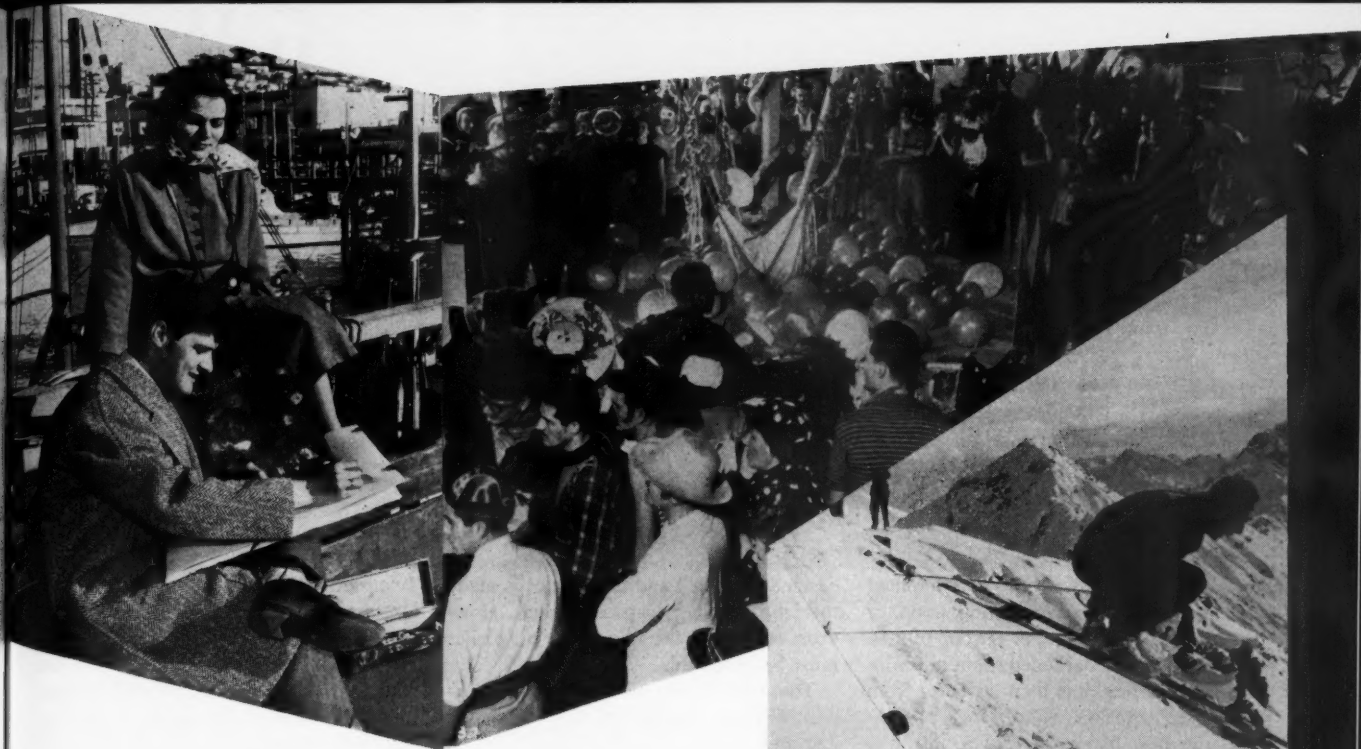
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REPUBLIC
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The Financial Center of the Southwest

CAPITAL AND SURPLUS \$60,000,000 ☆ LARGEST IN THE SOUTH



CINERAMA HOLIDAY

WHEN Fred Waller, who conceived the idea of Cinerama, envisioned his first major production, he might well have pictured "Cinerama Holiday." The film (or films, correctly speaking) comes close to Mr. Waller's idea of "putting the viewer in the picture."

Whereas "This Is Cinerama" was no more than the introduction of a process — a montage calculated to make the audience yell and scream and marvel — the second show, "Cinerama Holiday," has a continuity to it that will hold the viewers' interest as wholeheartedly as a good novel. "Cinerama Holiday" is a film that an audience will like for more reasons than its novelty.

Cinerama is big business in Dallas. Well over 300,000 people from all 48 states and every country this side of the iron curtain visited the Melba Theater during the 10 months "This Is Cinerama" was shown. Over 200,000 of them came from out of town to see the super-screen marvel. Many of these 200,000 persons (that's more than the population of either Akron, Ohio, or San Diego, California) pegged their Dallas holiday on Cinerama.

Not only does the show generate trade for Dallas merchants by drawing patrons from all over the Southwest, but it also furnishes the city with a \$215,000 annual payroll.

Cinerama is just one more of the things that makes Dallas the Capital of the Southwest . . . and like Dallas, Cinerama is getting bigger and better all the time.



Watch-dogs over



Photo by A 2/C Robert S. Krajcik

By Steve Landregan
Editor, Dallas Magazine

RIGHT now, at this very moment . . . whether it be early morning, noon, or the middle of the night . . . a group of men are gathered in a darkened room in a windowless building, less than 20 miles from the center of Dallas. These men are members of the 745th Aircraft Control & Warning squadron, part of the Central Air Defense Force (CADF). Their job is to "detect, intercept and destroy any air raider" which might penetrate to the area of their responsibility.

The 745th AC&W squadron occupies a cluster of buildings near Duncanville in southwest Dallas county, the center of which is the concrete building which houses the intricate radar and communications equipment that is the heart of every Air Defense Direction Center.

In order to successfully carry out their mission, the men of the 745th, under Lt. Col. Lee J. Guilbeau, maintain a 24-hour watch, every day of the year, over thousands of square miles of Texas, Oklahoma, Arkansas and Louisiana skies, and with few exceptions, every movement of every aircraft in their area is known and followed on their radar scopes.

At the front of the theater-like room in which the radar scopes are located is a giant sheet of Plexiglas on which is marked a series of concentric circles corresponding to the grids on the radar screens. Whenever an aircraft is picked up by the radar, the operator immediately notifies the airmen working the plotting board of the plane's position and direction of travel. Then a mark is made on the plotting board representing the aircraft, and is changed as it travels across the area until it lands or passes out of range.

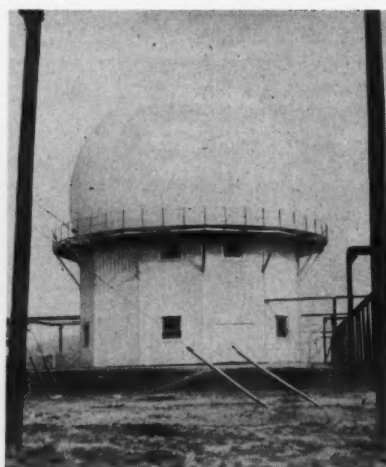
Of course in a region where a tremendous amount of air traffic is found, as in the Dallas area, it would be impossible to identify every aircraft picked up by the radarscope. Consequently, such areas are

designated "free" and no attempt is made to identify planes in these regions. However, outside of the free areas, all planes must be identified.

There are several methods of identification. Military aircraft can be interrogated and identified electronically, and private and commercial planes must file flight plans with the Civil Aeronautics Administration before making any long flight, indicating their route. If the plane is not military, and no other aircraft is expected in the area at the time, then jet interceptors are sent up to look the plane over and take necessary action.

Hardly a stone's throw from the Duncanville Center is Hensley Air Force Base, where two jet F-80 interceptors are poised for immediate take-off. Within five minutes of a "scramble" signal from the radar station, the jets can be airborne and on their way to intercept the unidentified aircraft. The pilots of these jets are not regular air force men, but members of the

BENEATH THE GIANT "RUBBER BALL TYPE" RADOME, revolves the microwave antenna which sends out the constant radar beams. The giant bubble covering must be made of rubber so that it won't interfere with the radar waves.



Texas Air National Guard 181st Alert Group under command of Brigadier General Harry Crutcher, who have volunteered to keep the constant alert. These National Guard pilots are on duty every minute of every day . . . ready to roar aloft with loaded guns to challenge any intruder.

Once in the air, the interceptors are guided by the radar operator until they make contact with the unidentified aircraft. If the plane is identified, the jets return to their base to await the next scramble. If it should turn out to be an enemy plane, they would be ready to attack. And if help were needed, the radar center would be able to have another flight of interceptors in the air in a matter of minutes.

This same operation is repeated many times every day, not only at Duncanville, but at similar installations near San Antonio, Houston, and dozens of other American cities, with each day making the network more efficient and reducing the chances of enemy planes getting through when and if an attack comes.

Whether or not the attack will come is purely a guess, but there have been some well educated guesses made recently. On March 1, speaking to a meeting of 100 top Federal executives in Dallas, Brigadier General William P. Nuckols, whose 33rd Air Division has the responsibility of protecting the entire southwest, said that Russia has the published aim of world domination, which must necessarily include the defeat of the United States. In addition to the intent, Nuckols pointed out, the Communists now, beyond a doubt, possess powerful thermonuclear weapons and have the long range jet bombers it takes to deliver them. One other thing the Russians have is the "jet stream"—that powerful current of air which blows from Siberia to the southwestern United States. It would furnish attacking Russian planes

with a made-to-order tailwind of from 100 to 300 miles an hour.

For example, if attacking aircraft were coming in on Dallas from the northwest, with the aid of the jet stream, just 20 minutes after they passed over Amarillo, they would be directly above Main and Akard streets. That means if interceptors were sent up as soon as the alert were received from Amarillo, counting the five minutes it would take for the interceptors to scramble and become airborne, there would be just fifteen minutes left for the pilots to stop the enemy bombers.

Of course such a situation is unlikely because a flight of attacking aircraft would probably be spotted before they penetrated as deep as Amarillo, and would have a swarm of fighter planes to contend with long before they reached the Dallas area. However, the possibility of such a surprise attack cannot be completely discounted, which means that the defense force must be constantly on the alert.

At Duncanville, the over 250 officers and men work 'round the clock in order that the premiums on Dallas' "Defense Insurance" policy are kept paid up.

A series of electronic devices are used to keep the radar operators on their toes. By means of these training aids, officers at the center can stage a mock attack on Big "D" simply by spinning a few dials in a room adjacent to the radar center.

And of course there is the constant problem of maintenance, a problem which is increased by the fact that nearly as fast as the Air Force trains men to operate the complicated electronic devices used at the center, their enlistments expire and they are wooed out of the service by the big salaries offered trained men in private industry. For this reason a team of civilian technical representatives are assigned to every installation like Duncanville.

These men are assigned the job of overseeing the maintenance of the radar and electronic equipment, in addition to acting as instructors to the new airmen.

This, then, is the job of the men of the Central Air Defense Command. The job of being constantly ready for an attack that they pray will never come.

And incidentally, if an attack never comes, the radar stations will still have been a good investment. At the present time, the Duncanville station is credited with saving some 10-million dollars worth of planes and men by guiding them to safety when they were in distress. That's more than twice the amount it took to build and equip the radar center.



SCANNING THE RADAR SCOPE at the Duncanville Air Defense Direction Center are Captain James M. Woodman and Staff Sergeant Gaston McCraney. Within seconds of the sighting of an unidentified plane on the radar screen a scramble order is flashed to nearby Hensley Air Force Base.



KEEPING THE GIANT PLEXIGLAS PLOTTING BOARD CURRENT is the job of (left to right) Airmen Donald H. Harris, James F. Boyer, John H. Harris and Peter Harris. Every aircraft's movements are reflected on the mammoth board located at the front of the central control room.



PILOTS OF THE 181ST ALERT GROUP of the Texas Air National Guard "scramble" for their F-80 jet fighters. Within five minutes these jets can be airborne and ready to intercept any attacking aircraft.

Membership Hits New Record

THE Chamber of Commerce Membership Committee has announced a record-breaking total of 205 new memberships for March, bringing the 1955 total to 470, according to Membership Chairman Jack Hospers.

The list of new members follows.

H. E. Guisinger Real Estate, 2410 S. Zangs; Harmon E. Guisinger.

Doc Swalwell; Tower Petroleum Building.

Industrial Life Insurance Company, 2808 Fairmount; James W. Shepard and Jim Stafford.

Simplex Motor Parts Company, 1800 N. Harwood; Ervin W. Cawthon.

Richlyn Company, 1012 Commerce; Stanly Rieter.

William E. Shuttles, 4401 MacFarlin.

Paul Berry Company, 1116 Davis Bldg.; Paul B. Berry, Jr.

Frank Wolfe's Bonded Warehouse, 2411 S. Garland Road; Al E. Wolfe.

Dorace Bullis Insurance Agency, 2107 Mercantile Bank Bldg.; Mrs. Dorace Bullis.

H. Edward Smith, Mercantile Bank Building.

Cornwell Tool Sales & Service, 2020 Farrington; William B. Wise.

Wells Organization, 1702 Adolphus Tower; Mark H. Scott.

Joseph M. Mills, 404 Adolphus Tower.

A. O. Runkel, 4405 Gilbert.

Mustang Chemical Company, 2707 Inwood; John A. Chaney.

James K. Ross, M. D., Medical Arts Building.

Associated Popcorn Distributors, Inc., P. O. Box 2207; Dan S. Lawson.

Rex Trailer Company, Inc., 6930 Forest Park Road; A. Goldberg.

Bonded Transit Company, 2507 Pacific; Roy Ferguson.

Oak Cliff Country Club, P. O. Box 13627; J. E. Cates.

Chalkley Building, 4918 Greenville; W. E. Chalkley.

Dan Levy Company, 6921 Tokalon; Dan Levy.

Charming Belts, Inc., 701 Young; Erno Herz.

Glen Oaks Development Company, Ltd., 4960 Clear Creek; Clayton Wyman and Jack Bishop.

Cummins Sales & Service, Inc., 7919 Harry Hines; Glenn M. Jackson.

Encyclopedia Britannica, 1006 Reserve Loan Life Bldg.; G. P. Burnett.

Dallas Everspray, 2858 Fort Worth Ave.; Frank Mosman.

The Edwards Transfer Company, 510 Griffin; Wm. M. Edwards, Jr., and Walker A. Edwards.

Danna Construction Company, 4922 Greenville; Joe J. Danna.

Do More Seating Service Corporation, 426 Merchandise Mart; Marshall F. Collins.

Sanders Realty Company, 10800 Hillcrest; J. P. Sanders.

World Wide Advertising Agency, 624 Commercial Bldg.; Mark Steele.

George Sims & Associates, 6321 La-Vista; George Sims.

Wertheim & Company, 800 Gibraltar Life Bldg.; Samuel Ballen.

Texas Bookbindery, Inc., 714 N. Justin; Thos. B. White.

Union Bankers Insurance Company, 4709 Ross; J. R. Blevins and J. H. Perry.

Texas Medical & Professional Bureau, 322 Medical Arts Bldg.; Tom Blakley.

Armco Drainage & Metal Products, Inc., Life of America Bldg.; Leonard Kirby.

Jerry Woodall, 6145 Berkshire Lane.

Atlas Iron & Metal Company, 2013 S. Industrial; Jack Eisenberg.

Charles C. Perrino, 2013½ Young.

Bob Hardy Company, 313 Preston Royal Shopping Center; Bob Hardy.

Micro Products, Inc., 281 Canton; G. R. Berger.

M-H Equipment Company, 707 Fabrication; J. B. Hutchinson and Jack A. Matthews.

The Medic Corporation, (Doctor's Building), 3707 Gaston; Willis Durham.

Daisy Acord Interiors, 2539 Cedar Springs; Mrs. Daisy Acord.

Jerry K. Rymer Agency, 3004 McKinney; J. K. Rymer.

J. B. Atkinson, P. O. Box 4771.

Nebo Oil Company, Inc., Mercantile Bank Bldg.; John W. O'Boyle.

Bardwell Paper Company, 2702 N. Carroll; D. D. Bardwell.

Darnall Associates, 2504 Welborn; Erie Darnall, Ph.D.

Wayne Cook & Associates, 4515 Prentice; Wayne Cook.

Watkins Real Estate Company, 2329 S. Garland Rd.; Richard E. Watkins.

Empire Construction Company, Republic Bank Bldg.; J. V. Hawn.

Julia M. Smith, Realtor, 3312 Villanova.

Glenmore Distillery Company, Inc., Mercantile Bank Building; B. H. Cordsen.

Simple Simon Pies, Inc., 4008 Commerce; Frank Lemmon.

Dr. Cecil C. Marlow, Jr., 2009 Main.

Reed & Sloan Company, 501 Adolphus Tower; Harry F. Reed.

Morgan Realty, 8308 Kate Street; Charles P. Morgan.

John R. Neece Investments, Republic Bank Building; John R. Neece.

(Continued on Page 56)

TOP HAND AWARD was presented by Jerome K. Crossman (left) to Max Goodman (center) of A. Harris & Co. at a recent Membership Committee meeting. Looking on is Jack Hospers, Membership Committee chairman.



ALL OVER LONE STAR LAND*

CH₄=Progress

CH₄ — natural gas — is a basic symbol of the industrial progress all over Lone Star Land. For natural gas, the clean economical fuel, helps run the factories, mills, and plants which produce so many goods — and make many jobs — in this area.

Lone Star Gas Company, with its far-seeing policies of exploration, production, and transmission, is continuing to insure that natural gas, Lone Star Land's symbol of progress, will be a valuable natural asset for the years ahead.

*** LONE STAR LAND**

Lone Star Land is the area composed of the 445 towns and cities throughout Texas and Oklahoma served by Lone Star Gas Company. Throughout Lone Star Land, natural gas is the preferred fuel for industrial, business and residential uses.

LONE STAR  GAS COMPANY



G. B. Dealey of the Dallas News

By Ernest Sharpe. New York: Henry Holt and Company, Inc. \$5.

"TEXAS Journalist and Builder" is the title given George Bannerman Dealey on the cover of his biography by Ernest Sharpe. Although apt, this description fails to tell the complete story of the many things that made G. B. Dealey of the Dallas Morning News the Dean of American Journalism and a great man.

Sharpe, of the University of Texas journalism faculty, probes the many sides of the Dealey character and molds them into a vivid picture of the Dealey the man and Dealey the newspaper publisher.

During his 72 years with the News, Sharpe points out, Dealey progressed from office boy to chairman of the board of the

A. H. Belo Corporation, all the time continuing to uphold the tradition of the News as an institution and to maintain the community trust placed in the News.

Dealey, throughout his career, combined his business and civic activities so well that those who saw him at his business wondered how he found time for so many outside activities, while those who worked with him in civic affairs questioned how he had time to run his business.

He looked on his position with the News as a public office invested with public responsibility and worked diligently for his city and his state all his life. A list of the civic accomplishments he worked for would take a whole page, but among them were a city plan for Dallas, reviving the Texas Almanac, rejuvenating the Dallas Historical Society and building the Hall of State, working for a series of city parks for Dallas, and helping to found Dallas Foundation, a community trust.

Sharpe also brings out in the biography Dealey's family life and personal touches that make the greatness of the man human and believable. His early morning walk, eight glasses of water a day and the office pink slips requesting an employee to "come at his convenience entirely" but

which really meant drop everything and come at once were all as much a part of G. B. Dealey as his civic and business enterprises.

The biography coordinates the growth of the Dallas Morning News with the growth of the man. It also parallels the growth of Dallas with the conscientious striving of G. B. Dealey for the good of his community. This history of the growth of the city, along with the development of the Dallas News, interwoven with the life of one of Dallas' greatest leaders will make interesting reading for every Dallasite interested in his city.—Doris Stewart.

"Green From The States" a historical novel published last month by Exposition Press, New York, is the work of Miss Elsie Griffin, daughter of Mr. and Mrs. I. M. Griffin, 4535 Arcady. Miss Griffin, a graduate of Hollins College and Columbia University, is a member of the Dallas Junior League.

JOHN J. KOCHISS, a student of music who did graduate study at the Julliard School in New York and is a concert performer, has been named manager of the newly-redecorated Oak Cliff store of Hixson Piano Company.

Something to think about

By HOWARD
C. BOAZMAN



HOWARD C. BOAZMAN

The money that you spend with US stays at home!
We live in Dallas — buy in Dallas — sell in
Dallas. What profits we make, we spend with our
fellow citizens and neighbors . . . YOU! And . . .

YOU have a chance to get back part of the
money YOU spend with US. We don't put it in a box and ship it to
somebody's home office where it stays forever.

IT DOESN'T COST AS MUCH WHEN YOU GO
FIRST CLASS THE INDUSTRIAL WAY

Industrial

TOWEL & UNIFORM SERVICE
2517 COMMERCE STREET
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serving industry in
dallas & north texas
since 1906



We rent:
WORK CLOTHES
Also:

OVERALLS • PANTS
COVERALLS • SHOP
COATS • SHIRTS
WIPING TOWELS
FENDER CLOTHS

Lawyers Participate in Week of Activities

LAWYERS Week, the annual highlight of activities at Dallas' famed Southwestern Legal Center, featured dozens of widely-known speakers during its five-day program April 19-23. For the first time this year, most of the activities were open to the public free of charge.

Among the participants were Attorney General Herbert Brownell, Jr.; Gordon Dean, former chairman of the Atomic Energy Commission; Texas Gov. Allan Shivers; Gen. William J. Donovan of New York, World War II commander of the Office of Strategic Services; the president of the American Bar Association, and many others.

Slated to be the first in a number of

activities surrounding the inauguration of SMU's President Willis Tate, the special week was sponsored jointly by the Southwestern Legal Foundation and the SMU Law School.

"We arranged Lawyers Week to further expand our policy of trying to benefit not only professional people and business executives but all of the people of the Dallas Southwest," said Robert G. Storey, president of the Southwestern Legal Foundation. "We feel Lawyers Week this year was everyone's week."

The opening day, Tuesday, April 19, was largely devoted to a Conference on Atomic Energy with speeches by Dean, William Mitchell, general counsel of the AEC; and Gov. Shivers, who spoke concerning Texas' policy regarding uranium and other minerals invaluable in the production of fissionable material.

April 20 was devoted to the Conference on Law in Society, during which speakers discussed the philosophical aspects of religion, morality and law.

Thursday, April 21, was set aside for Southwestern Legal Foundation meetings and student activities. The annual Student Case Club Argument was heard by the members of the Texas Supreme Court as one of the highlights of the day.

On Friday was scheduled the Conference on Administration of Criminal Justice, with Gen. Donovan; Loyd Wright,

president of the ABA; presidents of the bar associations of the five Southwestern states, and the attorney generals of the five states — Texas, New Mexico, Oklahoma, Arkansas and Louisiana — as speakers.

Friday night was the annual banquet climaxing Lawyers Week, with Attorney General Brownell as main speaker. Another highlight of the banquet was the presentation of the Legal Foundation's Hatton W. Sumners Annual Award to the outstanding attorney in the Southwest.

The final event of Lawyers Week was the Dallas Bar Association reception honoring the Texas Supreme Court judges on Saturday morning, April 23.

HERBERT BROWNELL



GORDON DEAN



SERVING BUSINESS and INDUSTRY

FELIX HARRIS & CO.
Insurance

212 NORTH FIELD STREET, AT PACIFIC
PR-8228

FELIX HARRIS

BEN HARRIS

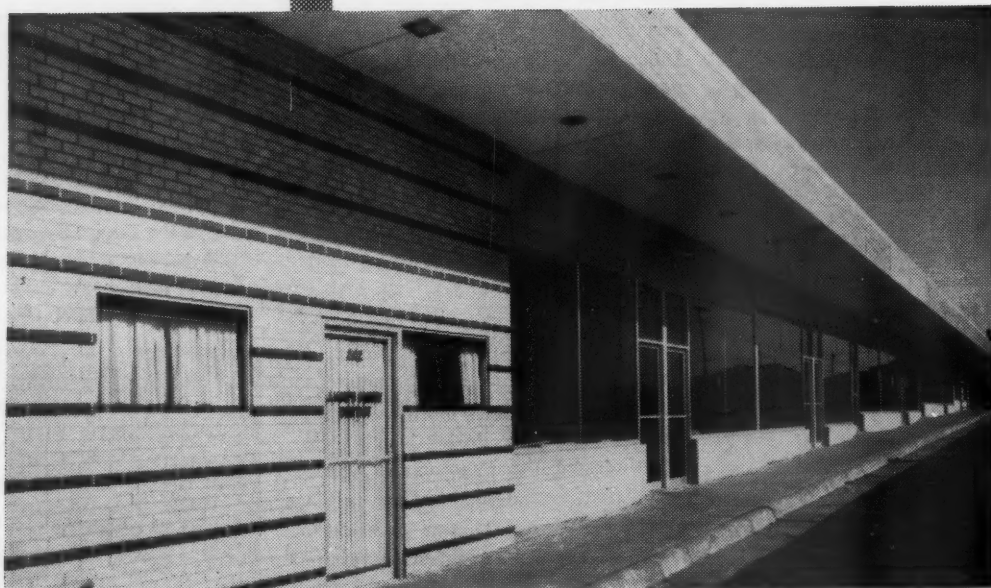
BILL CARTER

REX HARRIS

NED HARRIS



OUT FRONT in DALLAS with BINSWANGER *Glass*



CALL US FOR
Glass
OF EVERY
DESCRIPTION

MARSH LANE Center in Dallas opens up another modern shopping center to suburbanites in North Dallas areas. Outstanding is the use of glass products and the canopy facia from Binswanger and Co. Emil A. Fretz, Jr., who served as the architect, worked with owners, The Mixon Realty Co., in developing this fine new center.



2019 N. LAMAR
PH. PR-7751

BINSWANGER & CO.

is happy to have furnished and installed the following items of glass and related products: Brasco Safety-set aluminum settings for windows, ten Brasco aluminum doors, Libbey Owens-Ford plate glass, and the streamline facia. We know that patrons of this center will appreciate the many conveniences it offers.

Serving the South and Southwest with
Glass and Products of Glass since 1872



Gift for Dallas Theatre '55

Margo Jones, director of Theatre '55, is shown as she accepts the keys to a new 1955 panel truck from DeWitt T. Ray, Dallas banker and member of Dallas Theatre '55 board of trustees. The truck, gift of a group of 18 Dallas businessmen and civic leaders, will be used for transporting set furniture, props and other necessities for the theatre's productions.

Richardson Site of Area's Newest Industrial District

The Central Expressway Industrial District, newest in the Dallas area, will be located in fast-growing Richardson — a 15-minute drive from downtown Dallas. The district will have transportation connections with Central Expressway and two lead tracks with the main line of the Southern Pacific Railroad.

Planned to have uniformity of overall design in all of its units, individual buildings, however, will be constructed to conform to each particular industry's specific requirements.

Adolph Weinberger of Dallas is owner of the new district. Harper & Kemp are the architects and Henry S. Miller Company is the leasing agent.

★

Low Bidder. The Trinity Road and Bridge Company has been announced as the apparent low bidder on construction of a proposed Bee Creek bridge on Cockrell Hill Road. The company's bid was \$27,428.

★

Lindsey Shop Opens. The Lindsey Shop, specializing in women's medium-priced clothing accessories, opened recently at 6102 Luther Lane. Lindsey Marchbanks and Mrs. Jett Talley are co-owners.

Sports, Vacation Show Opens at Fair Park

The seventh annual Dallas News Sports and Vacation Show, which ran from April 15 through 24, featured a 12-act stage and pool show as well as 150 exhibits of sports equipment and travel displays.

Headliner of the entertainment bill was the act of Vernon, Bumpy and Company, a balancing exhibition which proved so popular at the show two years ago that it was brought back to become the second in seven years to be signed for a repeat performance. Among the principal exhibits were a display of 200 live game native to the state, sponsored by the Texas Game and Fish Commission.

Profits from the show are used by The Dallas Morning News to purchase animals for Marsalis Zoo.

★

Moves to New Building. The Safeway Scaffolding Company has moved into its new 9,000-square-foot quarters at 7129 Harry Hines Boulevard. The new building is the second to be erected by Scottino Properties, Inc., on a seven-acre tract fronting on Harry Hines and Proctor Street. Lease negotiations were handled by Jim Moran of Hudson & Hudson, exclusive leasing agents for the development.

Growing With Texas
For Over a
Quarter-Century!
Great National
Life Insurance Company
Home Office — Dallas

S. J. HAY
PRESIDENT



I earn Dividends
Semi-Annually

Invest your surplus funds
or savings at Metropolitan.
You earn liberal dividends
and your account is insured
up to \$10,000.

3%
CURRENT
DIVIDEND
PER ANNUM
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Metropolitan SAVINGS AND LOAN
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1400 Main Street • Dallas • RI-5103

"65 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors - Insurers

Our 65 years' experience in handling
Real Estate in Dallas enables us to
give quick and efficient service in fill-
ing your needs.

We Specialize in Industrial Property

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WHILE YOUR HELP IS ON

VACATION

WE'LL
HELP YOU WITH YOUR

- TYPING
- BOOKKEEPING
- FILING
- CLERICAL WORK

Send for FREE Brochure
Detailing Our Services—
Estimates Without Obligation

RUTHERFORD
BUSINESS SERVICE
SERVING NORTH TEXAS
BUSINESS FIRMS SINCE 1925
Phone RA-3787
2020½ MAIN ST., DALLAS



Community Relations Head

W. A. McCullah, manager of Ford Motor Company's parts depot on Industrial Boulevard, has been elected chairman of the company's Dallas Community Relations Committee. The group's function is to discuss and guide Ford participation in civic activities and special events involving public attention or interest.

★

THOMAS R. MURPHY has been appointed Dallas manager for John E. Pearson Company, national radio-TV representatives. A native of Dallas, Mr. Murphy has been with Grant Advertising Inc., for the last four and a half years.

★

FRANCISCO L. SALEM has been appointed regional sales manager to supervise promotion, sales and distribution of Pacific Canning Corporation's Southwest activities. The firm, of Seattle, Wash., recently selected Dallas as the site for its first regional office.

Dallas Newspapers High Among Nation's Top 25

Dallas' two leading daily newspapers are ranked among the first 25 throughout the nation in all eight categories of advertising lineage as reported by the just-published 1955 Editor & Publisher International Year Book.

The Year Book—top reference book of the newspaper business—shows the News and the Times-Herald see-sawing between themselves for the lead in different lineage classifications. For instance, the Times-Herald is rated fifth among all evening newspapers of the nation in retail advertising; the News ranks ninth among the country's morning papers. In department store ads, the News is in fifth place nationally for morning papers, while the Times-Herald is 14th for evening papers.

The figures revealed by Editor & Publisher for each classification show, in addition, the following national positions for the papers in their respective fields: Morning newspapers (News)—general advertising, 24th; automotive, 11th; total display, 9th; classified, 10th; total advertising, 6th. Evening Newspapers (Times-Herald)—automotive, 9th; total display, 8th; and total advertising, 11th.

The city's Sunday newspapers are also cited among the leaders in several categories: the Times-Herald is in 22nd place for financial advertising placed in Sunday editions published by evening newspapers; the Sunday News rates 19th for automotive ads, and 24th, for general, financial and classified.

For full import of the figures it must be considered that Dallas' last official count (1950 census) shows the city ranks 22nd in population among all cities of the country, and the larger cities are represented by several newspapers.



New Kahn Manager

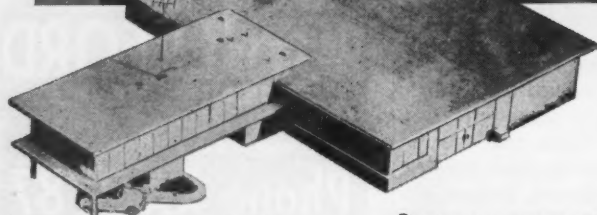
Raymond Garrett, until recently manager of the men's furnishings department of the E. M. Kahn & Company store at Main and Lamar, has been appointed manager of the company's new Inwood Plaza store which is scheduled to open this fall. Mr. Garrett has been in the retail field for some eight years and with Kahn's for the last two.

★

JACK H. PATTON, former Dallas newspaper reporter and public relations man, has joined Doc Swalwell & Company in the general insurance business. Mr. Patton will deal in fire, automobile and other liability lines of insurance.

★

GENE WILLETT has been promoted to Zenith sales manager of the Radio City Distributing Company of Dallas. For the past five years, he has been distributor representative for Zenith products and Easy laundry equipment in Fort Worth.

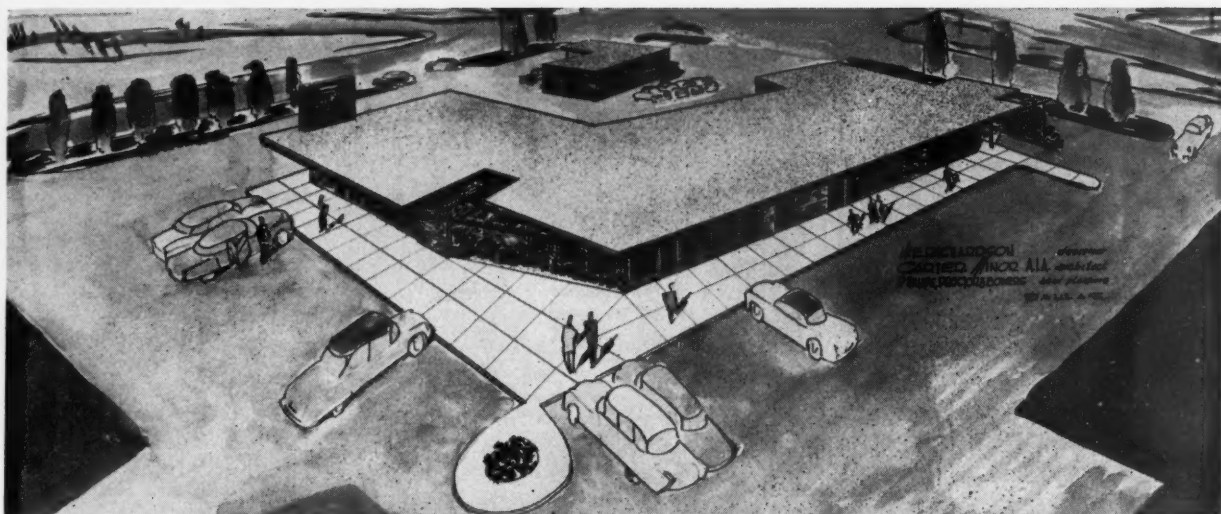


RI-5882
INDUSTRIAL BLVD. & TURTLE CREEK

Serving Industry and Its Employees

FROM 7:00 A.M. TO 6:00 P.M.

INDUSTRIAL NATIONAL BANK OF DALLAS



First Unit of Richardson Village Center

The architect's drawing of the five-story building now being constructed on the southwest corner of Central Expressway and New Belt Line Road in Richardson Village shows the first unit of the \$2,000,000 shopping center which will serve Richardson and North Dallas. When completed, the center will

have 200,000 square feet of floor space and parking areas for more than 1,400 cars. Carter Minor is the architect, and W. E. Richardson is designer. Lindsay Embry and George M. Underwood, Jr., are owners and developers of Richardson Village.

JACK L. JENKINS and EDWARD T. WAITS have been promoted to zone managers of the Dr. Pepper Company marketing division.

THOMAS R. MURPHY, former vice president of Grant Advertising, Inc., has joined the John E. Pearson Company as Dallas manager.

A. J. VAN METER has joined the fleet sales staff of Parish Chevrolet Company. He has been in motor truck sale work for 26 years.

OFFERING FULL COVERAGE

**FOR INDIVIDUAL AND GROUP IN
Life • Health • Accident
INSURANCE**

GREAT AMERICAN

RESERVE INSURANCE COMPANY



% DALLAS

TRAVIS T. WALLACE

President

APPRAISALS
Over 20 years of successful
**REAL ESTATE
APPRAISAL SERVICE**
For Life Insurance Companies,
Banks, Attorneys, Individuals
**H. W. DUNHAM
& Associate**
Member—American Institute of Real Estate Appraisers,
Society of Residential Appraisers, Dallas Real Estate
Board
623 Wilson Bldg. Phone RA-8011

**HOW DO SMALL
FIRMS GET BIG?**

Partly by not wasting the money they can afford for advertising! Most successful companies advertise — some spend only a small percentage of their present sales. BUT THEY SPEND IT RIGHT!

COMPANIES GROW when their advertising gets **NEW LIFE** from specialists who are thinkers, workers and tireless seekers after ways to sell more goods. Send on letterhead for **FREE** booklet, "How Do Small Firms Get Big?"

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4610 SOUTH MAIN STREET, HOUSTON
2520 CEDAR SPRINGS ROAD, DALLAS
3320 WEST VICKERY, FORT WORTH

**PLASTICS
FOR BUSINESS
&
INDUSTRY**

**YOUR DIRECT
FACTORY
DISTRIBUTOR**

Plastics for Industry, Plastics for business, Plastics for signs and displays. Prompt service and low cost. Call, write or wire **DELTA PRODUCTS**, Your Direct Factory Distributor.

PLEXIGLAS — VINYL
ACETATE — POLYSTYRENE
POLYETHYLENE — &
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Rods, Sheets, Tubes, Film

Send today for Free Plastics Catalogue and Price List



Delta

PRODUCTS

DIVISION OF AIR ACCESSORIES, INC.

1400 Henderson, Fort Worth, Texas
Houston Office Phone VI-3486



Lawyers Organize Civic Committee

In an effort to increase its participation in civic matters, the Dallas Bar Association has established a committee to study civic matters in which its lawyer-members may be of assistance. Shown above are: Robert G. Payne (left), chairman of the committee, and Ralph D. Churchill, a committee member. Mr. Payne is a partner in the law firm of Robertson, Jackson, Payne, Lancaster & Walker. Mr. Churchill is with Brundidge, Fountain, Elliott & Bateman.

Opens New Offices. Laurence Evans Company, realty firm, has opened new offices in Suite 201 of the Phil-Dor Bldg., 6615 Snider Plaza. The company handles both residential and business properties in the Park Cities, Preston Hollow, North Dallas and White Rock Lake areas.

Bridge Approved. Final plans for a 140-foot bridge over Jackson Branch on Skillman Extension have been given final approval by Commissioners Court. The bridge, which will parallel the present bridge across the creek to permit one-way traffic on each, is to cost an estimated \$29,500.

Approve Traffic Project. The City Council has approved plans of the State Highway Department and Texas Turnpike Authority for a system of drives and grade separations providing for traffic interchange among highways between Cadiz Street and the Texas and Pacific Railroad, in the Trinity Industrial District.

Regional Offices Opened. The Stauffer System, merchandisers of a reducing regimen, has formally opened its regional offices at 4022 Oak Lawn, with R. H. Fletcher in charge. The office serves salon owners and home plan distributors in Texas, Oklahoma, New Mexico, Arkansas and Louisiana.

Varo Buys Company. Varo Manufacturing Company, Inc., of Garland, expects to double its employment rolls as a result of its recent purchase of the Schuttig Company of College Park, Maryland. Varo will move the Schuttig firm to Garland as a division of its operation, and will construct additional plant space to handle the anticipated rise in employment and expected expansion of business.

Firm Opens Showroom. Victor B. Handal & Bro., Inc., manufacturer of handkerchiefs and bandannas, has recently opened sales and showroom facilities in Dallas. The firm also has announced tentative plans for the establishment of a warehouse here. A. J. Hermann, in charge of the company's Southwest activities, maintains offices in the Dallas unit.

Dallas Press Club Sets Annual Gridiron Dinner

Dallas citizens deemed to have been most newsworthy during 1954 will be raked over the coals, all in a spirit of good fun, at the annual Gridiron Dinner and Show of the Press Club of Dallas in the Crystal Ballroom of the Baker Hotel, Friday evening, May 13.

An exclusive group of prominent "headliners" have been invited to attend the roasting which has been planned for them. Invitations have also been extended to Governor Allan Shivers and Senators Lyndon B. Johnson and Price Daniel.

From the group of "headliners," one will be honored as the "Headliner of the Year." His identity will not be made public until the night of the dinner.

Previous "headliners of the year" have been Nathan Adams, who is the club's all-time headliner, Jerome K. Crossman, Gen. Robert J. Smith, Ben F. Wooten and Leo Corrigan.

The "roastmaster" for the Gridiron Dinner will be Dan Eddy, public relations man for the Salvation Army in Texas.

President of the Press Club is John E. King, city editor of the Dallas Morning News, and general chairman of the Gridiron Committee is Bert Holmes, city editor of the Dallas Times Herald.

Other Gridiron Committee members include Charles Dameron of the Times Herald, assistant general chairman; Al Harting of Southwest Airmotive, script; John Fleming of the Times Herald, headliners; Tom McHale of the Dallas Chamber of Commerce, tickets; Gene Cuny of KRLD-TV, production; John Terrill of Magnolia Petroleum Company, dinner; Ted Maloy of Braun & Co., hotel; Len Saffir of International News Service, finance, and Thad Ricks of the State Fair of Texas, publicity.

★

Artist Receives Recognition. Dallas artist Robert Pierce will have two of his Dallas clients represented in the 1955-56 edition of Modern Publicity, international yearbook of advertising design published in London. The clients are the Dallas Athletic Club and the Delhi Oil Company.

★

Multiple Listing Sales High. Sales of Dallas residential property through the Multiple Listing Service of the Dallas Real Estate Board climbed to new high marks during March — the 26th month of the service's operation. A record total of 111 homes were sold through the service last month, for a record total sales price of \$1,501,285.

***Specializing in custom DESIGNING and MANUFACTURING of quality store, office and bank fixtures since 1922.**

Adleta Show Case & Fixture Manufacturing Co.

1914 Cedar Springs — Dallas 1, Texas

Phone PRospect 7576

*** You'll be satisfied if it's an Adleta installation**

RESIDENTIAL — COMMERCIAL — INDUSTRIAL



**AIR CONDITIONING
AND
REFRIGERATION
CONTRACTORS**



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

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Dallas' Annual Home Show Expects 100,000 Viewers

Greater Dallas' ninth annual Home Show will open April 30 in State Fair Park's General Exhibits building with a record number of exhibitors. The show, which is expected to attract over 100,000 spectators from North Texas, will continue through May 8.

Sponsored by the Dallas Home Builders Association, the exposition will feature the latest in home building materials, home furnishings, appliances and other items related to the residential scene in rapidly-expanding Dallas. In addition to display by more than 200 national and local exhibitors, the show will offer a variety of stage entertainment.

★

BURT S. BURKE has been appointed North Texas district manager in charge of the apparatus division of Westinghouse Electric Corporation. Mr. Burke, previously manager of the company's lighting division at Cleveland, has been with Westinghouse for 32 years.



Holmes Appointed by Bank

Sam F. Holmes, Jr., has been appointed assistant director of advertising and public relations for the First National Bank in Dallas. A journalism graduate of the University of Texas, Mr. Holmes for the last eight years has been a staff member of The Dallas Morning News. He is also first vice president of the North Dallas-Park Cities Kiwanis Club.

Council Approves Contract For New Expressway

Following approval by the Dallas City Council recently, City Manager Elgin E. Crull has been authorized to sign a contract with the State Highway Commission for construction of the East-West expressway.

Work on the first unit of the highway — a new viaduct across the Trinity River to parallel the present Cadiz Street viaduct — is expected to start shortly after actual signing of the contract in Austin this month. The second unit to be built, and for which the contract is soon to be signed, will be a section of the expressway itself running from the southwest ends of both the new and old viaducts to Fleming Place in Oak Cliff.

★

ROBERT J. PRUDHOMME, a graduate of Southern Methodist University, has been named district engineer for compressor and engine sales for Oil Well Supply Division of United States Steel Corporation.

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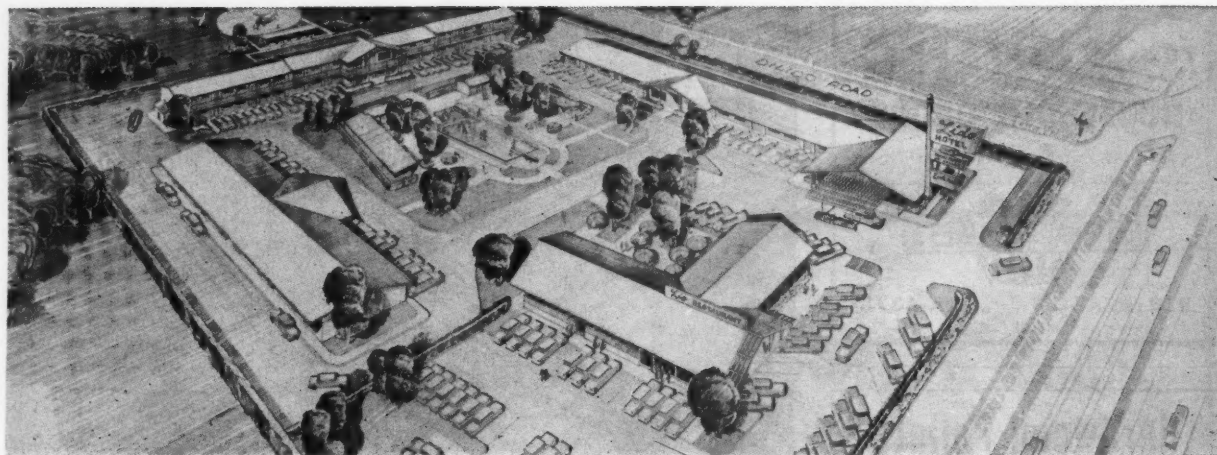
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thru
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Lido Hotel Courts Open in June

The Lido Hotel Courts, located on U. S. Highways 67 and 80 at Dilido Road, will open formally in June. At present 60 rooms are available in the two completed wings. Included on the grounds are a restaurant and service station, with a

landing strip slated to be run over from the near-by White Rock Airport. George Edwards is the architect and Burford Construction Company, the builder.

ROBERT D. SPENCER, for ten years production manager of a Lansing, Mich., dairy, has been appointed production manager for Oak Farms Dairies' Dallas plant.

VERNE GALBRAITH, formerly with Connecticut Mutual Life Insurance Company, has joined the staff of Lone Star Life Insurance Company in the Dallas agency.

A. C. HENDERSON, with a background of 18 years in the insurance field, has been appointed manager of the Dallas agency of United Fidelity Life Insurance Company.

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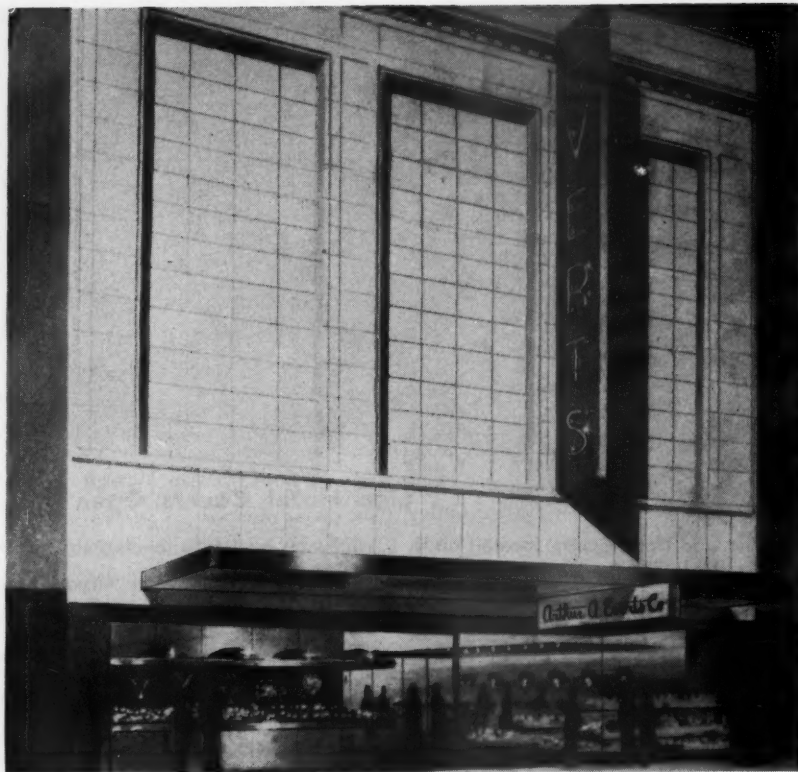
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New Home for Jewelry Store

Shown above is Architect George L. Dahl's conception of how the new home of Arthur A. Everts Company, 1615 Main Street, will look on completion of extensive alterations now underway. The jewelry firm plans to move into its greatly enlarged quarters in June. One of the features of the new store will be the "Hospitality Room," designed for the use of clubs and other groups for their downtown meetings.

Chance Vought Reports. Chance Vought Aircraft, Inc., has reported a 1954 net income of \$6,640,433, equal to 4.4 per cent of sales and \$6.15 a share on common stock outstanding. Sales of aircraft, guided missiles, parts and services for the year came to \$149,627,125. At the end of the year, firm orders and letters of intent amounted to \$188,000,000, and since the end of the year, an additional \$30,000,000 in orders has been received.

★

Firms Expand Dallas Facilities. Monarch Rug Mills and E. T. Barwick Mills, both of Dalton, Georgia, have announced the expansion of their facilities in Dallas with the addition of a warehouse and office building at 1319-1321 Dragon Street in the Trinity Industrial District. The new building is to be occupied jointly by the two firms which are represented locally by William Fogel of Monarch and Marvin Bland and Eddie Evans of Barwick. The firms will continue to maintain offices in the Merchandise Mart.

Dallas Firm Begins 25th Year. Texas Instruments, Inc., which has just begun its 25th year, looks for 1955 to show "improved performance over 1954 with particular strength in TI's Semiconductor Products Division and the geophysical subsidiaries," according to J. E. Jonsson, the company's president. In its annual report, the firm stressed its research and development program during the past year which resulted in many well-received new products and services. A large plant expansion is underway at the Dallas main plant, and work on a new plant in Houston is scheduled to start this spring.

★

Company Moves to New Building. The James Bute Co. of Dallas, manufacturer and distributor of Masury and Colorizer paints, has moved to a new building at 1302 Dragon in the Trinity Industrial District. The new building, built by Williams & Wagner Construction Company, has 5,000 square feet of floor space, according to R. L. Putnam, vice president and general manager.

Braniff Signs Contract For New Equipment

Braniff International Airways of Dallas recently signed the largest purchase contract of its history, calling for \$20,000,000 in new equipment including a fleet of seven Douglas DC-7C airplanes. The contract calls for spare parts and special shop equipment in addition to the planes.

Delivery schedule calls for Braniff to receive the first three planes in the fall of 1956, with the balance to be delivered during the first six months of 1957. Depending on seating arrangements, the special-built planes will have a maximum capacity of from 62 to 81 passengers. Initially, the aircraft will be used on the line's international routes between the United States and South America and between Chicago and Texas points for domestic operations.

★

El Chico Schedules Opening. The newest El Chico Restaurant will open in May at W. Davis and Zangs, the fourth Dallas restaurant in a chain which also operates a Mexican food factory and a commissary. The new eating place will be a modern building furnished in a contemporary Mexican motif.

★

Agency Opens New York Office. Witherspoon & Ridings, Dallas-Fort Worth public relations agency, has opened a New York office, Paul O. Ridings and Guy Witherspoon, owners, announced. Mrs. Ruth Ridings Burns will be in charge of the New York office, which will be connected with the Texas offices by teletype.

★

New Executive Offices. D. D. Feldman Oil and Gas, Dallas independent oil operator, has opened new executive offices in the Republic Bank Building in Dallas. The new facilities occupy all of the building's 32nd floor and a portion of the 33rd.

★

Man's Shop Purchased. The former M. J. Turner's Men's Shop in the Walnut Hill Shopping Village has been purchased by Murray Austein and Mrs. Freda Polak, both of Dallas. It will be renamed the Walnut Hill Man's Shop and will be managed by Max Rich, who will also serve as buyer for the store.

★

Lee Optical Opens Office. The Lee Optical Company opened its sixth office in Dallas recently at 6130 Luther Lane in Preston Center.



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Chamber Publishes All-New Dallas Map

Complimentary copies of the first completely new map of Dallas to be published by the Dallas Chamber of Commerce since 1949 will be available this month at the Chamber's information desk, 1101 Commerce.

The new map, although similar to those put out by the Chamber of Commerce in past years, has been brought up-to-date insofar as possible in the cartographer's race against Dallas' sensational growth.

The artist-engineer of the new map is James M. Doyle of Dallas. It was printed by the Hugh Sellers Company.

★

Lighthouse Opens New Wing. The Lighthouse for the Blind, a Community Chest member, recently opened new additions representing \$72,000 worth of improvements. The Lighthouse is located at 4306 Capitol.

★

Hat Firm Opens Offices. The Adam Hat Manufacturers, Inc., has opened executive headquarters in Dallas. The new organization will supervise the distribution of hats made by Miller Bros. Hat Company of New York, Inc., to Adam stores and other retail outlets. The Miller company has a branch manufacturing firm in Corsicana.

★

Firm Opens New Offices. The Guisinger Realty firm has opened new and larger offices at 2410 S. Zangs Blvd. in Oak Cliff. Herman E. Guisinger, owner of the firm, said the larger space will accommodate a sales force of 10 persons.

★

Firm Purchases Property for New Store. Purchase of the property at 153 West Commerce for the first Bill Benton Men's Store in Texas was announced recently. After remodeling, the new Bill Benton salesroom will have over 18,000 feet of floor space and five acres of parking area.

★

Sales Executives to Build. Dallas Sales Executive Club has purchased a two-acre site at 7500 Ambassador Row in Brook Hollow Industrial District, where it will build a 10,000-square-foot two-story building. The second floor of the building will be for club quarters, while the first floor will be leased for warehousing space.



Construction of New Center Starts June 1

Construction of Casa View Village, a new shopping center at the intersection of Gus Thomasson and Ferguson Roads east of White Rock Lake, is scheduled to begin June 1, it has been announced by Avery Mays, Dallas real estate developer. Valued at \$1,500,000, the 9-acre tract includes a 100,000

square foot building area which will include a Tom Thumb Super Market, Skillerns Drug Store and other stores and offices. Harwood K. Smith and Joseph M. Mills are the architects; Phillips, Proctor and Bowers, the land planners; and H. W. Meador Company, the leasing agent.

JOHN C. JACOBS, JR., executive vice president and director of Wilcox Trend Gathering System, Inc., has been elected a vice president of that firm's parent company, Texas Eastern Transmission Corporation. For the present, Mr. Jacobs will continue to maintain his office in Dallas.

CHARLES HILL of Irving has been named manager of Home Furniture Company's new store at 340 Hillside Village. Mr. Hill has been with the company for three years, serving on the staff of its downtown store.

C. L. BAKER, vice president of the Mercantile National Bank of Dallas, is the new president of the Dallas chapter of the Society for Advancement of Management. Others elected include: S. T. Harris, vice president and program director; R. E. Erickson, national director; and P. E. Haggerty, director-at-large.

JIM AKINS, second vice president of the Dallas Real Estate Board, has been honored by the National Institute of Real Estate Brokers with an award of merit for his work in securing new members during 1954.

J. FRED RIVES, a native of Lamar County and a graduate of the University of Texas, has joined the municipal bond department of First Southwest Company, investment bankers. Mr. Rives formerly was assistant manager of the municipal bond department of a Dallas bank.

BAYARD P. WOMBACKER, assistant treasurer of Southern Union Gas Company in Dallas, has been elected to membership in the Comptrollers Institute of America.

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Statement of financial condition December 31, 1954

ADMITTED ASSETS	
Home Office Building	\$ 1,010,000.00
Real Estate, Other	None
Mortgage Loans	11,036,994.58
Loans and Liens on Policies	3,820,284.79
Bonds	3,688,473.03
Stocks	67,092.50
Cash and Deposits	638,776.05
Accrued Interest on Investments	111,366.83
Premiums Collected, Not Yet Received	132,679.04
TOTAL ADMITTED ASSETS	\$20,505,666.79

LIABILITIES	
Death Claims Due and Unpaid	None
Death Claims, Proofs Not Received	\$ 32,623.88
Premiums Paid in Advance	249,344.46
Interest Paid in Advance	50,237.71
Tax Deposit on Mortgage Loans	41,136.95
All Other Liabilities	108,295.27
Employees' Retirement Fund	80,273.00
Reserves	18,345,725.90
Special Reserves	762,652.70
Unassigned Funds	835,376.92
TOTAL LIABILITIES	\$20,505,666.79

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T. H. PENTON, Vice President and Field Manager
Praetorian Building

ANTON E. HILL, Secretary-Treasurer
Dallas, Texas

Love Field Ranks 8th In Total Operations

When it comes to total aircraft operations, Dallas' Love Field is the busiest in Texas and the eighth busiest in the entire United States and territorial possessions, it has been revealed by the annual Federal Air Traffic Activity report. The report is the official summary of basic statistics covering operations of the Federal Airways System during 1954.

On a national basis, Love Field ranks even higher when it comes to itinerant operations only (air carrier, non-air carrier and military) — in fifth place, just under Los Angeles, Calif.

The summary shows that a total of 215,685 aircraft operations were recorded at Love Field in 1954.

★

Firm Opens New Quarters. International Supply Company, serving North-east Texas with plumbing, heating and industrial equipment, has moved to its new quarters at 1643 Dragon Street. Leo E. Butter is president of the firm, with O. G. Vogt serving as vice president and general manager.

★

Store Personnel Appointed. Managing personnel of the new Jas. K. Wilson Store at the Highland Park Shopping Village were recently announced, with Tom Blackshear in charge of the store. New department heads are: Don Dickey, men's clothing; Bob Moyer, men's furnishings, hats and sportswear; Len Jenkins, young men's shop; Mrs. Hazel Davis, casual shop; and Mrs. Jean McClintock, boys' clothing and boys' shoes.

★

Tom Thumb Buys Tyler Chain. Tom Thumb Food Stores, Inc., has announced consolidation of the four-store McCullars' Food Stores of Tyler within its operations. The Tyler stores are to serve as a nucleus for the development of Tom Thumb outlets throughout the East Texas area in addition to the local chain's 16 markets in Dallas, Cleburne and Gainesville.

★

New Minit Markets. Cabell's, Inc., originator of modern drive-in dairy and food stores in Dallas, plans to open ten more Minit Markets in the Dallas-Fort Worth area during 1955 in addition to the five stores already opened so far this year. Sites for the new outlets, which will bring the total to 42 in the Dallas area, have already been purchased.



Shreveport Chamber Official Sees How Dallas Does It

J. A. Dykes (left), chairman of the Shreveport Chamber's Industrial Committee, is shown being briefed on "how Dallas does it" by Industrial Department Manager Tom Finney (right). Looking on is Jim Green, a reporter for the Shreveport Times, who is accompanying Mr. Dykes on his inspection tour of various Chambers' Industrial Departments.

Showroom for Albums. Dallas' only wholesale showroom for photographic and other kinds of albums was opened recently in the Commercial Building by Mark Steele, representing the Universal Bookbinding Company of San Antonio. He also represents Continental Distributors of Franklin, Texas. In addition, Mr. Steele is president of the Worldwide Advertising Agency, which does advertising work for 1,200 portrait studios on a worldwide basis.

Carroll Bros. Moves. Carroll Bros. Canvas Products Company, manufacturers and distributors of air-conditioner covers and other canvas products, has moved to new, expanded quarters at 337 Cole Street in the Trinity Industrial District. Jack D. Watson, realtor, handled lease negotiations. Williams and Wagner Construction Company was general contractor.

Vie for Awards. Good Housekeeping Shop, Inc., and A & A Liquor Stores, both Dallas firms, were among the 119 concerns displaying brand merchandising promotions in New York's national competition for Retailer-of-the-Year awards given annually by the Brand Names Foundation.

New Goodrich Store. The B. F. Goodrich Company recently opened a new retail store at Harwood and McKinney under the management of E. C. Manning. The new outlet features a paved parking area of 13,000 square feet and has its sales, service and display areas all on one floor.

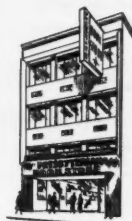
New Chemical Plant. The Shea Chemical Company of Baltimore, Md., has announced plans to build a \$1,250,000 plant in the Dallas area for the production of sodium phosphate and phosphoric acid to be used by detergent producers in the Dallas and Texas areas. The new plant, for which the exact site has not yet been revealed, is expected to be completed late in 1956.

Junior High School Opens. The new L. V. Stockard Junior High School, 2805 Wright in South Oak Cliff, has opened its doors to some 850 students following its completion at a cost of \$1,074,581. For the rest of the school year, it will be occupied by about 525 junior high school students and 325 elementary pupils who have been quartered in portable schools. Next year, elementary students now at Stockard will attend the new Hall School, now under construction.

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Payne Honored by Chamber

J. Howard Payne (left) was honored by the Postal Service Committee of the Dallas Chamber of Commerce recently on announcement of his retirement as Dallas Postmaster after 15 years of service. Jerome K. Crossman, president of the Chamber, is shown during presentation of a scroll which outlines the reasons Dallas is proud to have Mr. Payne as a resident. The retired postmaster was succeeded by William B. Hudson.

Texas Industries Expands. Texas Industries, Inc., of Dallas, has purchased all assets of Kenilworth Corporation of Dallas, including its oil holdings, as another step in its plans for further diversification of interests. The company recently acquired the Mineral Products Company of Kansas City, bringing to 31 its plants located in Texas, Louisiana, Oklahoma and Kansas. Texas Industries is the nation's largest producer of clay, shale and lightweight building materials.

Bell Helicopter Announces Orders. Bell Aircraft Corporation has announced orders for its new Lycoming-powered Model 47G helicopter totaling more than a quarter of a million dollars. The new helicopter is designed for improved hot weather and high altitude performance, and is much in demand by commercial operators with mountainous problems.

Capital, Surplus Increase. The Love Field State Bank, which will observe its tenth anniversary next December 15th, has increased its capital and surplus to \$1,000,000, effective last April 1.

New Quarters Ready. Texas Sash and Door Company in Dallas soon will move into its new warehouse and office building at 8400 Sovereign Row in the Brook Hollow Industrial District. Joe Childers is manager of the Dallas facilities. Campbell Brothers was contractor on the 26,000-square-foot, air-conditioned brick building.

Firm Opens Fourth Branch. The American Title Company of Dallas has opened its fourth branch office at 277 Casa Linda Plaza for the convenience of customers in the White Rock area. Katherine H. Brown is manager.

Low-Cost Housing Operation. United Home Builders, Inc., has begun operation in the Pleasant Grove area offering low-cost two and three-bedroom pre-built frame houses priced as low as \$2,495 to \$3,595. The price of the houses include moving the units from the firm's assembly station at 6500 Lake June Road to sites within a 40-mile radius. Each house is complete except for plumbing, according to Allen Zidell, sales manager.



E. C. McFADDEN

McFadden Named Head Of Texas Safety Group

E. C. McFadden, well-known throughout the Southwest for his activities in the field of safety, has been elected president of the Texas Safety Association. A former vice president of the Association, he becomes its 16th president. He is a vice president of the Texas Employers' Insurance Association and Employers Casualty Company.

Dan C. Williams, president of Southland Life Insurance Company, was re-elected vice president for finance and membership at the Association's recent annual conference held in Houston. Also re-elected was W. I. Kent, safety director of Magnolia Petroleum and Magnolia Pipe Line Companies, as member of the executive committee. Another Dallas man, F. W. Schatzman, was named regional vice president.

Dallas took second place in the Texas Safety Association's traffic safety activities contest for 1954, it was announced at the meeting. Twelve Dallas firms were also given awards in special safety categories.

★

RICHARD SNYDER has been appointed district manager of Southwestern industrial sales for U. S. Gypsum Company with headquarters in Dallas. He joined the firm in 1950 and became sales supervisor of the Chicago Industrial division in 1954.

★

E. E. WALTERS, who entered the appliance business with Kelvinator in 1930, has been appointed sales manager for the Leonard Division of American Motors Corporation. At one time he was in charge of Kelvinator's zone operations in Dallas for some ten years.

SANDERS & NEWSOM

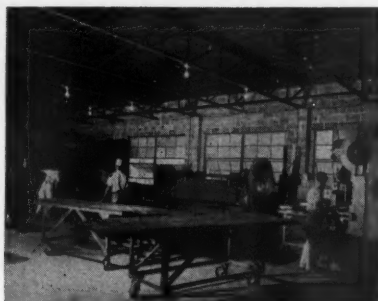
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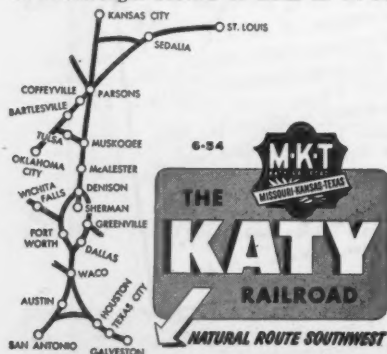
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THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



Roswell Chamber Officials Visit Dallas

Two Roswell Chamber of Commerce officials visited Dallas recently on the first Continental Airlines flight between the two cities. They made the flight to demonstrate that businessmen in either city could make a round trip to the other city in one day and still have time to transact their business. Pictured above at Love Field are (left to right) R. G. Bird, president of the Roswell Chamber; Jerome K. Crossman, president of the Dallas Chamber; J. D. Atwood, chairman of the Roswell Chamber's Aviation Committee; and Dallas Mayor Pro Tem Vernon Smith.

New Units for 7-Eleven. Five new 7-Eleven Food Stores now under construction in the Dallas area are among the 40 new outlets which the company plans to build in Texas during 1955. The stores now being built are in Dallas, Pleasant Grove, Mesquite, Irving, and at Forest Lane and Preston Road.

★

Skillman Ave. Extension. The new \$1,500,000 four-lane divided highway extending Skillman Avenue from Mockingbird Lane in Northeast Dallas into State Highway 78 at Garland, has been opened to traffic. There were no formal ceremonies to mark the occasion.

★

New Sewing School. Factory Sewing Service of Dallas, franchised by the Hollywood Garment Trades School of Los Angeles, Calif., has opened a school at 1023½ Main Street to train power sewing machine operators for the Dallas garment industry. S. E. Bailey is general manager.

★

Move to New Quarters. World Gift Company, Inc., importers, has moved into new quarters at 1414 Slocum Street in the Trinity Industrial District.

Linz Expansion. Linz Jewelists will make its first suburban expansion this fall on completion of a new building to be built on Northwest Highway at Varsity Plaza in Preston Shopping Center. The lease for the new store was recently signed by Asher M. Kahan, Linz executive vice president, and Louis J. Hexter, president of the Hexter Title and Abstract Company.

★

Irby-Mayes Opens New Shop. Irby-Mayes recently opened its first suburban men's shop at 5416 W. Lovers Lane, in the heart of Inwood Village Shopping Center. The new store is the first of a proposed series of suburban shops. Mrs. Sally Belcher is manager of the store, assisted by Robert Irby and William Hardy.

★

Resistol Merger Off. Resistol Hats, Inc., of Garland, has announced the termination of negotiations calling for a merger with Hat Corporation of America, of Norwalk, Conn. The two firms were unable to reach a satisfactory agreement during two years of negotiations, according to Harry Rolnick, president of Resistol.

Texas Power & Light Named Outstanding Firm

The Texas Power & Light Company is one of four national finalists from which will be chosen 1954's outstanding electric utility company. Competing with similar concerns throughout the country, the company was nominated for the honor for its "extra-ordinary service rendered through its natural resources research and development program."

The winner will be chosen from among the four finalists in June, and will receive a gold medal plus \$1,000 for its employees' benefit fund. The award is sponsored each year by General Electric Company and given in behalf of the Edison Electric Institute of New York.

★

Safety Awards. Gillette Motor Transport Company of Dallas and one of its drivers won a total of three awards at the recent 16th Annual Safety Conference of the Texas Safety Association. Driver George E. Fielding of Dallas received the individual award for commercial vehicle operation. Two additional awards—in the "over the road" and "pick-up and delivery" classes—were made to the Gillette Company.

★

Oak Lawn Store Re-Opens. Margo's Ladies' Apparel suburban store at 3416 Oak Lawn recently re-opened following extensive alterations, including expansion of facilities to provide approximately double its previous space. The outlet now includes offices and warehouse facilities for the group's six Dallas stores as well as the one in Fort Worth. Mrs. A. B. Boyer is manager of the shop.

★

New Grand Prairie Store. White's new Grand Prairie store, featuring many items of home furnishings and automobile accessories, was opened recently at 302 E. Main Street. The new store covers 26,900 square feet in the two-story glass-fronted building. Jim Childress is manager.

★

Largest Real Estate Board. A substantial increase in membership to a present total of 878 makes the Dallas Real Estate Board the largest in Texas, President Howell H. Watson recently announced. The organization's rolls include 412 active members who are entitled to the designation of "realtors."

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Now Both Mobilgas *and* Mobilgas Special *have* Higher Octane *and* Mobil Power Compound!

With the addition of Mobil Power Compound to Mobilgas and higher octane in both grades of gasoline, *every car owner* can get more economy... more power... and more driving pleasure. Now both Mobilgas and Mobilgas Special are powered two ways to give you more for your money:

1. Both are the result of the most modern, high-octane refining methods. Both are advanced in octane value to give smooth, quiet knock-free performance.
2. Both have Mobil Power Compound added... the most powerful combination of chemical additives ever put into any gasoline to correct car engine troubles.

QUESTION: What's the difference between the two grades... Mobilgas and Mobilgas Special?

ANSWER: Now, with the addition of Mobil Power Compound to Mobilgas, plus refining improvements... the only *important* difference is octane rating.

Mobilgas *meets* the octane requirements of a large majority of cars on the road today, under *average* driving conditions.

Mobilgas Special *exceeds* the octane requirements of all cars, including those with engines of the most advanced design and under *any kind* of driving condition.

Selecting the correct grade of gasoline for your car can mean much to you in improved performance and greater economy. If your car can use Mobilgas, *save the difference!* Should your car require the highest octane fuel, try Mobilgas Special and enjoy a new power thrill... smooth knock-free performance and full economy of operation.

WHICH GASOLINE SHOULD YOU USE IN YOUR CAR?

Ask a Mobilgas Dealer. He will show you the Magnolia engineers' recommendations for your car, based on engine specifications, mechanical and operating conditions.

MAGNOLIA PETROLEUM COMPANY

A Socony-Vacuum Company





Management Assistant

DeWitt O. Dunaway, a graduate of Southern Methodist University Law School and former part-time associate in the firm, has been appointed business management assistant for McElfish Parachute Service, 8211 Cedar Springs Road.

★

STEVE MIRANDA, of Dresser Industries of Dallas, has been elected president of the North Texas chapter of the National Industrial Advertisers Association. Other Dallasites elected at the Association's annual meeting are: Clark Fishel, of Texas Instruments, Inc., and James H. Cash, of McGraw-Hill Publishing Company, vice presidents; and Dan Goodrich, of Dan Goodrich Advertising of Dallas, treasurer.

★

D. A. HULCY, board chairman and president of Lone Star Gas Company and president of the Dallas Citizens Council, has been elected to the board of Southwestern Life Insurance Company. CLAUD M. BILES has been elected second vice president and personnel manager of the same company.

★

ROBERT C. JOHNSON, general counsel, and DR. VIRGIL M. PAYNE, medical director, have been named vice presidents of Gibraltar Life Insurance Company of America in Dallas. JAMES H. SUTTON was promoted to treasurer and assistant secretary.

★

DUDLEY K. WOODWARD, JR., Dallas attorney and one-time chairman of the board of regents of the University of Texas, now serves as a member of the board of directors, United Fidelity Life Insurance Company.

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GROWING FASTER

1955 . \$209,028,871

1953 . \$164,159,785

1951 . \$109,208,108

1949 . \$76,582,535

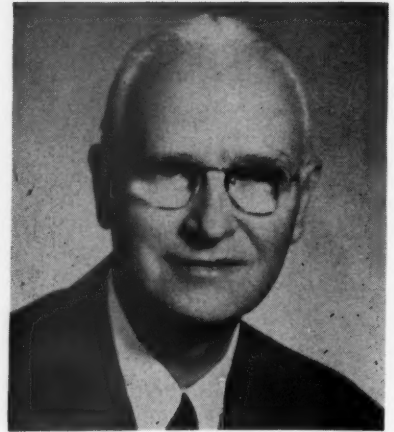
1947 . \$56,699,986

1945 . \$38,637,188



Since 1927

Serving the West and South



Executive Vice President

Conrad C. Hill, formerly president of Continental Fire & Casualty Insurance Corporation of Dallas, has been elected executive vice president and director of the recently reactivated Mid-Continent Insurance Company of Dallas. Mr. Hill has had over 40 years experience in the fire and casualty business.

★

GUS ROUNSAVILLE, JR., has been named manager of the recently opened Dallas branch office of Carlson & Company, investment bankers, at 222 Life of America Building. Mr. Rounsaville has been in the investment and banking business here since 1933.

★

GEORGE C. EASON, purchasing agent for Delhi-Taylor Oil Corporation, has been elected president of the Purchasing Agents Association of Dallas. Other new officers include: L. W. Althaus, vice president; Robert C. Kelley, vice president; Fred D. Bradley, treasurer; Maynard E. Robertson, national director, and John R. Guynes, alternate national director.

★

JAMES A. TWELVES has been appointed manager of Hotpoint sales for the Southwestern district of Graybar Electric Company. Mr. Twelves is former appliance sales manager for the company's Salt Lake City branch.

★

ROBERT W. COOKE, JR., has joined the staff of William J. Garrett & Company, investment securities firm, as investment counselor in the Dallas home office. Mr. Cooke has been associated with the U. S. Rubber Company in Dallas for the last four years.

Hawn Elected President Of East Texas Chamber

Athens lumber company executive Charles F. Hawn was elected president of the East Texas Chamber of Commerce at the group's annual meeting held this month in Longview. The former University of Texas football star succeeds K. A. Anderson of Palestine as president of the regional chamber.

The East Texas Chamber's annual meeting was attended by a group of 30 Dallas businessmen who made the jaunt in a chartered bus.

★

Keith Reed & Co. Elects. Keith Reed & Company, Dallas investment firm, has announced the election of the following officials after the annual meeting of its board of directors: Jack R. Munger, chairman of the board; Keith B. Reed, president and treasurer; George S. Rooker, executive vice president; Hugh Bass, vice president; James R. Stanley, vice president and assistant secretary; Pat O. Humphreys, vice president; J. O. Henderson, vice president; and K. H. Reed, secretary. Directors are: Mr. Munger, Mr. Henderson and the Messrs. Reed.



Ridout Re-Elected

L. H. Ridout, Jr., Dallas automobile dealer, has been re-elected chairman of the Citizens Traffic Commission — an advisory group which helps city and county officials and the courts in carrying out traffic safety measures.

★

New Raytheon Distributor. The Major Appliance Company of Dallas has been named as distributor here for television and radio products of the Raytheon Manufacturing Company of Chicago.

W. M. Pison Heads Lancaster C-of-C

W. M. (Bill) Pinson has been named president of the Lancaster Chamber of Commerce. The Dallas county realtor succeeds Fisher Pain to the Chamber presidency. In taking office, Mr. Pinson promised to work to get Lancaster's share of the industries moving to the Dallas County area.

★

New Officers Installed. The Dallas Association of Accident and Health Underwriters recently inaugurated new officers to guide the group during the coming year. They are J. Frank Smith, president; A. L. Ragle, first vice president and program director; Jim Harp, second vice president and membership director; John H. Miles, secretary-treasurer; and Ray Bacus, publicity director. Members of the board of directors are: J. G. Claiborne, chairman; Gerald K. Gustafson, Charles Alexander, Emerson Davis, Victor Curtis, Lynn Covington, William H. Loveless, Earl Combest, Glenn Brooks, James H. Perry, Jack Hundall, Clarence Martin and Jack McDonald.

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the Southwest

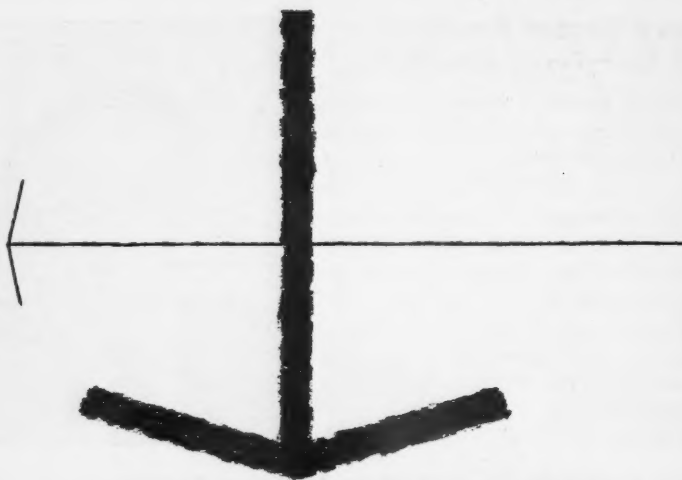
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★

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D. Frank Carden, Jr.
Abe Carroll, Jr.
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The prudent business man insures physical assets such as plant, machinery, equipment, raw materials.

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Southwestern Life representatives are especially well trained in the field of business life insurance. A phone call will bring you without any obligation a full explanation of how Key Man insurance can strengthen your business — and provide ready cash at a time when your business may need it most.

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Dallas

ASTRADDLE the muddy Trinity River, towers Dallas, spilling out in every direction across the rolling blackland of North Texas. Here, where less than six score years ago Tennessean John Neely Bryan hewed the first permanent building out of the wilderness, now beats the heart of a city reaching for its one millionth citizen. This is a city that couldn't happen, but did. It grew up far from any ocean or deep river, flatly refusing to believe assertions that it was only a boom-town. This is a city built by Transportation, Cotton, Banking, Oil, Insurance, and Men . . . mostly Men. Aggressive Men who fought to bring first the wagon roads and then the railroads to Dallas. Farsighted Men who struggled to win early air mail service for their inland metropolis . . . Men who realized that the air was the one ocean on which Dallas could become a great port. Dedicated Men who carved their city into a great center of finance and distribution, a center which not only supplies the Southwest with food, farm implements and automobiles, but also serves as a fountain of religion, culture and education. This, then, is Dallas, where problems become opportunities and challenges, and where every challenge finds a thousand eager takers.



AS dusk creeps over the sky and the day slips below the western horizon, the magic lights of Dallas flicker on. Wondrous towers appear... red... green and blue... towers which tell of time and weather, and carry the sparkle of Big "D" for miles across the rolling blackland prairie. Towers that beam the magic of television and radio into the atmosphere and send winged horses prancing across the Texas sky.

Beneath the towers, the city throbs as some work but most play. Many crowd into theaters to lose themselves in the excitement of a film fantasy. Others prefer the gayer tempo of champagne and floor shows... and some



amble slowly through the city's canyons, window shopping and dreaming. Then as Dallas falls into slumber, the towers doff their neon necklaces... the darkness fades into dawn... and picks up the tempo of a new day.





*not how **TALL** the tree . . .*
*. . . but how **FIRM** the roots*

Gnarled, and firmly rooted trees bend before the wind but never break. Old, and well-entrenched financial institutions also stand steadfast through the years, withstanding whatever economic elements may blow . . . come fair weather or foul . . . with their fundamental soundness undisturbed.

For three generations, since long before the turn of the century, The National Bank of Commerce has served this community . . . in the *Same Location* . . . under the *Same Name*, and under the *Same Management* . . . increasing its resources in that time from less than \$200,000 in 1878 to \$17,000,000 today —

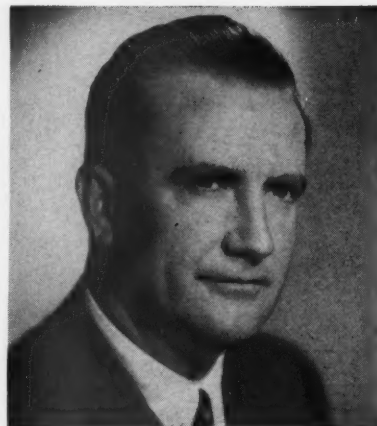
A Growth Attained with . . .

NO MERGERS
 NO CONSOLIDATIONS
 NO INCREASE IN CAPITALIZATION

THE NATIONAL BANK OF COMMERCE

914 ELM AT POYDRAS, IN DALLAS

MEMBER OF THE FEDERAL DEPOSIT INSURANCE CORPORATION



McCord Named Chairman

W. C. McCord of Dallas, former president of United States Radiator Corporation which recently merged with National Radiator Company, has been elected chairman of the board of the combined firms which is to be known as National-U. S. Radiator Corporation. New working capital of the corporation is placed at \$12,586,000; total net assets are \$22,628,000; and common stockholders equity totals \$17,109,000.

★

MISS ALICE HYLAND has been appointed buyer for the women's coat department and LESTER MELNICK has been appointed buyer of coats and suits in the Younger Set Shop of Neiman-Marcus. Miss Hyland, who formerly owned a specialty shop of her own and was with Neiman-Marcus as fashion coordinator and millinery buyer, had also held the position to which Mr. Melnick succeeded. Mr. Melnick, before his promotion, had been assistant buyer for the Younger Set Shop.

★

ROBERT L. SICARD, superintendent of maintenance and engineering for Pioneer Air Lines, has been named superintendent of maintenance for the Dallas base of Continental Air Lines. Mr. Sicard was an employee of Pioneer since 1946. His new appointment was made in connection with the merger of the two carriers.

★

LEONARD POWELL has been appointed vice president and educational director for Western States Life Insurance Company of Dallas. Mr. Powell, a veteran of 15 years in the insurance business, will be responsible for an agency training program. A native of Red Oak, Texas, he was state supervisor before his promotion.

Temco Re-Elects. All officers and directors of Temco Aircraft Corporation were re-elected at the company's annual meeting recently. They include: Robert McCulloch, president; H. L. Howard, executive vice president; Clyde Williams, vice president and comptroller; John A. Maxwell, Jr., vice president, manufacturing; I. Nevin Palley, vice president, engineering; and Latham Leeds, secretary. Directors are: Mr. McCulloch, Mr. Howard, D. Harold Byrd, James M. Cumby, and O. R. Moore.

★

Realty Firm Opens Office. The Laurence Evans Realty Company has opened new offices in the Phil-Dor Building, 6617 Snider Plaza, where it will specialize in residential, revenue, commercial and farm properties.

★

Doubles Operating Capacity. Hine Pontiac Company's used car department, 2016 Ross, has recently been enlarged and improved through acquisition and remodeling of an adjacent building to double its operating capacity.



Joins Southwest Investment

Charles Ross Scott, Dallas advertising man for the last six years, has been named distributor for management of all national sales of Southwestern Investment Distributors, Inc. Since 1951 an account executive in the local office of the Branham Company, Mr. Scott is a member of the Variety Club of Dallas, the American Business Club and the Highland Park Masonic Lodge.

Warehouse Addition Slated. Construction is expected to begin this month on a 77,700-square-foot addition, at the southwest corner of Young and Austin, to the Texas Industries Corporation warehouse. Purchase of the property was announced by Joe B. Salmon, president of National Industries.

★

Santa Fe Spur Line. The Gulf, Colorado and Santa Fe Railway expects to start service on the 47-mile, \$7,500,000 spur line now under construction between Dallas and Sanger by November 1. The new line, which will connect with the present Dallas-Paris line at Zacha Junction, will shorten Santa Fe's service from Dallas to the North and East, and will open up thousands of acres north of the city limits for industrial development.

★

Dr. Pepper's Annual Report. With earnings at \$1.10 per share, the Dr. Pepper Company of Dallas reports 1954 as its biggest sales year in company history. The report also said that earnings last year were its highest since 1948.

NOW YOUR GREAT SOUTHERNER BRINGS YOU THE ADDITIONAL SECURITY OF TRUSTWORTHY ACCIDENT, SICKNESS AND HOSPITALIZATION INSURANCE

We recognize the need of every family for protection against unforeseen accident and sickness as well as untimely death. Great

Southern offers a series of policies that will provide protection according to your individual requirements.

GREAT SOUTHERN *Life Insurance Company*

Founded 1909

Home Office • Houston, Texas

Local Office — 4314 North Central Expressway — Phone: VI-3031



Commendation for Crozier Tech Athletes

The Crozier Technical High School basketball team was honored at the recent monthly Chamber of Commerce Athletic Committee luncheon held at the Adolphus Hotel. Shown above, Coach Rosy Adkisson (right) accepts a resolution from Committee Chairman Lank Majors commending the school for winning the state AAAA basketball title. Team co-captains Albert Brown (second left) and A. C. Black are looking on.

Great National Promotes. Great National Life Insurance Company recently announced the promotion of seven members of its management group. They are: William R. Chappell, secretary, and W. Scott Klein, assistant treasurer-comptroller, who were named vice presidents in charge of underwriting and controlling, respectively; Everett L. Davis, assistant secretary for planning, was made secretary of the company; Gene Sutherland, assistant agency director, promoted to superintendent of agencies; Roland Krueger, to assistant treasurer; and Katie Lee Hoyt, to assistant comptroller.

★

Firm to Open New Building. Ballem, Ragsdale & Wells Company will open a new office and warehouse building at 1426 Slocum in the Trinity Industrial District. The company formerly occupied quarters in the Texas Bank building. The firm serves as representatives for factories producing merchandise for the hardware, industrial and construction supply trades.

★

New Investment Firm. Salomon Bros. & Hutzler, members of the New York Stock Exchange, have opened a branch office here in the Republic National Bank Bldg. Joseph C. Graff has been named manager.



RIO GRANDE NATIONAL

Life Insurance Co.

LIFE
ACCIDENT
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INSURANCE

A Plan for Every Need

MONTHLY PAYMENTS
WEEKLY PAYMENTS

CORNER ELM, FIELD AND PACIFIC

DALLAS, TEXAS

Youth Fair Set For Fair Park

Proud teen-age craftsmen in some 300 junior and senior high schools and vocational schools have been invited to take part May 13-15 in a combined North-East Texas Industrial Arts Awards Fair in the Electrical Building at State Fair Park.

Shop projects ranging from full-size desks and furniture pieces to tiny machined screws turned out in machine shop classes will be judged competitively and displayed publicly at the fair. Sponsors are the North Texas Industrial Arts and Vocational Club and the East Texas Industrial Education Club, two organizations of shop teachers and students interested in developing interest in and an appreciation of skilled workmanship among youngsters.

Success in the North-East Texas fair may lead one or more of the students toward national honors and a share of \$50,000 award money to be given in the national Industrial Arts Awards competition sponsored annually by Ford Motor Company. Students enrolled in any industrial arts or vocational courses in junior and senior high schools throughout the United States may submit their class projects for the competition.

Nearly 2,000 shop projects from junior and senior high schools and vocational schools in 50 communities are expected to be entered in the North-East Texas regional competition. The projects display will be open to the public in the Electrical Building for three days starting May 13.

★

Jewelry Firm Expands. Ownership of 14 new stores acquired during the past year marked a 32 per cent increase in the rapidly expanding Zale jewelry firm, it was announced recently by William Zale, vice president of the firm. During April the company is observing the 31st anniversary of its founding in Wichita Falls in 1924. There are now 58 Zale stores in 11 states, 28 of them in Texas, and three of them in Dallas. A new home office for the company was also recently opened in Dallas at 512 S. Akard. It serves as headquarters for the company's own wholesale jewelry division, construction and design departments and general office personnel. It is employee-owned as an investment in the company's profit sharing plan.

★

Fewer On-Job Accidents. Texas Employers' Insurance Association, the state's largest writer of workmen's compensation, has reported a continued on-the-job accident frequency reduction for 1954.



Retail Merchants Sponsor Free Ride Plan

The Dallas Retail Merchants Association, in cooperation with Dallas Railway, is sponsoring a free ride home plan for downtown shoppers. Twenty-six stores are using the plan, which gives a shopper a free ride home on the bus or streetcar after purchasing a \$1 worth of merchandise. Pictured above are W. R. Burns (left), president of Dallas Railway; P. J. Venturine (center) of Titche-Goettinger, chairman of the free ride home committee of the Retail Merchants Association; and George F. Pierce of Cullum & Boren, president of the Merchants Association. They are looking over the shoppers' free ride home tickets that the stores are using.

Firm Moves Offices. The home office of Union Bankers Insurance Company has been moved to 1306 Pacific, it has been announced by Pierce P. Brooks, president. The company now occupies the second and third floors of the A'mell Bldg. and has approximately 12,000 square feet of floor space. The firm was previously housed at 4709 Ross.

★

Work Begins on Transmitter Station. The A. J. Rife Construction Company is the general contractor for the construction of the new WFAA-TV transmitter station near Cedar Hill. The building will house Channel 8's transmitting equipment for the massive 1,521-foot television tower now being built on the site by Hill Tower, Inc., jointly owned by WFAA-TV and KRLD-TV. The building was designed by Fooshee and Cheek.

Investment Firm Assets. Charles L. Moruzzi, president of Crown Western Investments, Inc., reports that assets of that trust now stand at \$2,000,000. Organized in 1945, this firm was the first management investment company domiciled in the Southwest. Shares of Crown Western Investments are offered in two series, each of which is seeking its own investment objective by holding different types of securities, principally common stocks. Shares of Crown Western designed to provide reasonable current income can be purchased under the series known as Diversified Income Fund. Crown Western Shares, designed to provide long-term capital gains, can be purchased under the series known as Dallas Fund. Offices of Crown Western Investments are located in the Fidelity Union Life Building in Dallas and the securities of the firm are marketed throughout the Southwest.

FORREST AND COTTON Consulting Engineers

Prætorian Building
Phone RA-4341 Dallas

HINTON & LOCKE, INC.
Real Estate Loans
Reserve Loan Life Bldg.
Phone RI-4663

DEPENDABLE INSURANCE SINCE 1920

COCHRAN & HOUSEMAN

D. H. HOUSEMAN DON M. HOUSEMAN

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Bring Your Imagination With You



Stewart's presents the newest innovation
in modern office design...

EXECUTIVE OFFICE GROUP

designed by George Nelson

HERMAN-MILLER furniture has come to Stewart's. A lovely display, occupying most of our mezzanine floor, is now ready for your inspection. Here you will see an exciting panorama of the HERMAN-MILLER collection, often described as the most important of modern furniture in America. Don't miss the opportunity to browse thru this display.

Stewart's

STATIONERS • OFFICE OUTFITTERS

1523 Commerce • DALLAS • Phone PR-8581

New Members

(Continued from Page 22)

Connor Spring Manufacturing Company, 1404 Slocum; Douglas Bickenbach.

Texas Builders Investment Corporation, 8504 Lockhaven Drive; Sidney Balman.

The Easterling Company, 3509 Hall; Art Martin.

George S. Terry, 2400 Republic Bank Building.

Five Star Transfer & Terminal Warehouse, 2507 Pacific; Bill C. Smith.

Bennett L. Wooley, Jr., 2800 Republic Bank Building.

Professional Men's Association, Gulf States Building; Leon L. Socks and Robt. H. Hay.

Sam G. Winstead, 2800 Republic Bank Building.

Schnee-Morehead Chemicals, Inc., Irving, Texas; W. G. Schnee.

The Sherwin Williams Co. of Texas, 4044 Commerce; Willis Currens and Ross C. McLarty.

Apple-N-Cheese Mart, 1517 Elm.

W. B. Patterson, 2800 Republic Bank Building.

D. L. Case, 2800 Republic Bank Building.

Paragon Industries, Inc., 2111 E. 11th; J. J. Darby, Jr., and L. B. Randall.

Grace Crumpler Secretarial Service, 2000 Kidwell; Grace Crumpler.

J. R. Norris, Jr., 2800 Republic Bank Building.

Dixie Finance Corporation, 206 S. Ervay; W. E. Davies.

Orrin Miller, 2800 Republic Bank Building.

Dudy's Catering Service, 6734 Aberdeen; Dudy Ravkind.

McNicholas & Schmolder, Texas Bank Building; M. J. McNicholas.

Donald C. Fitch, Jr., 2800 Republic National Building.

Lindop Hardware & Paint Store, 5509 E. Grand; R. L. Lindop.

Forester Telephone Answering Service, Interurban Building; Pearl Forester.

Hertz Stations, Inc., 1326 Commerce; Gerald A. Parker.

Otis B. Gray, 2800 Republic Bank Building.

James Gill, M.D., Southwestern Medical School, 5323 Harry Hines.

Town North Motors, 4201 Oak Lawn; Martin P. Maher.

T. G. (Ty) Hall, Realtor, 2613 Cedar Springs.

Jerome T. Ragsdale, Mercantile Bank Building.

John F. Allison & Son, 117 S. Briscoe; John F. Allison.

Zelenka-Tauben Furs, Inc., 405 Wholesale Merchants Building; Alexander Zelenka.

Archer Bros. Radio & Sound Service, 3105 W. Davis; Leroy A. Archer.

Southwestern Institute of Leadership Training, P. O. Box 1164; R. G. Sanderson.

Fred Buford & Associates, 326 Interurban Building; Fred Buford.

Sola Catalytic Company, 520 Browder; H. Charat.

Conner Sign Company, 5421 Arcadia; Wm. O. Conner, Jr.

J. F. Sequin, 4801 Lemmon.

John D. Finnegan, 713 Interurban Building.

The Jackson Agency, 1427 Fidelity Union Life Building; William Jackson, Jr.

Chester A. Fullinwider Service Station, 5701 W. Lovers Lane; Chester A. Fullinwider.

Air Terminal Barber Shop, Love Field Terminal; E. H. Baird.

Slick Airways, Inc., P. O. Box 7043; Dave Beggs.

Roy G. Baker, 820 Fidelity Union Life Building.

Wallace Meador, Realtor, 2403 Bryan.

R. L. Crump, Realtor, Adolphus Tower.

William R. Hill, 4913 Alcott.

The Broom Company, 1418 Sereno Drive; T. I. Broom.

World Distributors, 6314 Denton Drive; Barney Crow.

Kenosha Auto Transport Corporation, 3941 Bateman; W. J. Buttram.

Tom Vance, Realtor, 2839 Burlington.

Geo. L. McLendon Sales Company, 1726 S. Akard; Geo. L. McLendon.

Ed S. Sullivan, 3229 Grayson Drive.

Mangum Manufacturing Company, Inc., 1418 Slocum; Albert Strangi.

Midland Coal Company, 4106 Second Ave.; Jack Spencer.

Henry O. Schlinger, 1406 Tower Petroleum Building.

Shaw & Estes, P. O. Box 2399; M. G. Hughett, B. J. Clark, C. L. Eastwood, G. R. Chaney and L. F. Noble.

Natural Gas Consultant, 5738 N. Central Expressway; E. F. Schmidt.

Protex Service, Inc., 4019 Lemmon; Dr. C. A. Trimbo.

A. J. Nystrom & Company, 808 Wilson Building; N. S. Holland.

Patent Scaffolding Company of Texas, 2200 Singleton; Jacques Ramsey.

Texoil Equipment, Inc., 1816 Cockrell; Alan W. Bowser.

E. Cowden Henry, Insurance, 30½ Highland Park Village.

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Beavers, Joe, Insurance
Bettes Ins. Agcy. of Dallas
Binford Insurance Agency
Blanton, Thomas & Co.
Bolanz and Bolanz
Bomar, Henry H., Ins. Agcy.
Bond, Tom L., Agency
Brannan Insurance Agcy.
Brilling, Abe I.
Bryan, J. H., & Co.
Burke, John L., Co.
Burkholder Ins. Agency
Burton & Wilkin
Bywaters Insurance Agcy.
Chamberlain, George E.
Cochran & Houseman
Coleman, Shelly
Corrigan-Jordan Ins. Agcy.
Cox, George A., & Co.
Cox, George F., & Co.
Cox & Stalley
Crocker, R. H., & Co.
Crow, C. W., & Co.
Crum, Lee, Ins. Agency

Cullum, J. D., Co.
Coker, M. L., Ins. & Loans
Crossman, G. W., Agency
Davis, Lyn E., Agency
Dean, E. G., & Co.
DeLay, Clyde, Ins. Agency
Dexter, Chas. L., & Co.
Differ, W. A., Jr., Agency
Down, Frank C., Co.
Duncan, Guy S., Ins. Agcy.
Echols Insurance Agency
Ellis-Smith & Co.
Elmore, Derrill G., & Co.
Ferguson, Tom C.
Fitzwater, Tim, Insuror
Flowers Ins. Agency
Fogleman, Wilbur H., Ins.
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Garrett, Floyd, Co.
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Green, Sidney F., & Ligon
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Hadsell, J. C.
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Hamman, Gaston, Agency
Hardy, R. L., Agent
Harris, Felix, & Co.
Harris & Huffhines Agcy.
Hartley, Walter G.
Henry, E. Cowden
Hogan, Geo., Ins. Agency

Holland, W. M., Agency
Holt, J. Frank, Co.
Hooker, S. H.
Howell, Rouse, Insurance
Hunt, Carl H.
Jackson, A. D., Agency
Jacobs, Joe, Ins. Agency
Jones-Calvert Co.
Jones, Ted, Agency
Jones-West and Johnson
Julian & Cochran
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Keith, Kenneth G.
Killough, M. N., & Co.
Kirkpatrick-Thompson Co.
Kirsch, August
Kline, W. E., & Co.
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Lett Insurance Agency
Levi, Chas. A., & Sons
Lindsley, J. W., & Co.
Love Insurance Agency
McClure, Geo. D., Agency
McCormick, Geo. W., Ins. Agency
McElroy, Geo. W., Co.
Mallinson, Fred, & Co.
Mangelsdorf, J. W., Agcy.
Manton, Henry, Agency
Markham, C. M., Ins. Agcy.
Maxon-Mahoney-Turner
Mendenhall, J. S., Ins. Agency

Merritt Insurance Agency
Miner, Sylvan A.
Mittenthal, N. E., & Son
Mohon, J. W., & Co.
Moore, Harry R., Agency
Morrison & Reid Agency
Moser Company
Munger & Moore
Murchison, Kenneth, & Co.
Murray Insurance Agency
Nash, A. G., Co.
Noel, Dave, Agency
Norwood, Jones W.
O'Beirne, C. B., & Co.
Owen, Arthur L., Co.
Parriah, W. D. (Bill), Insurance Agency
Patrick, C. M. (Pat)
Pearlstone & Elliott
Peavy Insurance Agency
Pierce, Fred A.
Prendergast, A. C., & Co.
Priddy, Ross, Agency
Ragland Insurance Agency
Raines, A. C., Ins. Agency
Reilly, Wm., Agency
Reinhardt, L., & Sons
Rembert, David, Agency
Rens, Stagg, Agency
Roberts, Wiley, & Sons
Roeder & Moon
Rose, Rose & Crutcher
Rucker, T. M., & Co.
Scheid, Max, Agency
Seay & Hall

Shaw & Hornberger
Shelton & Bowles
Shelton, Ray, Insurance
Simons Insurance Agency
Simpson & Cathey
Slaton, Jas. B., Ins. Agcy.
Slay & Co.
Smith, Cruger T., Agency
Snell, David M.
Spurgin, Ben., Ins. Agency
Steele-Fonda Co.
Stern, Robert, Ins. Agency
Stewart, Waldo E., & Co.
Susman, Wm., Agent
Doc Swallow
Taylor, Roy L., & Son
Teeling Insurance Agency
Thomas, Loving & Wright
Traash, Howard G., & Son
Troth, S. H., & Co.
Tucker-Manning
Threadgill, Jack
Waldman Bros. Ins. Agcy.
Wallace, Jim, Agency
Watson-Herring Ins. Agcy.
Weatherford, Bill, Ins. Agency
Whitman, Jos, Ins. Agency
Wilson-Welch Co.
Williams, W. Nicholas
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Wynnewood Ins. Agency

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Niemuth Company Provides New Service

Providing a new service for investors in stocks of Texas life insurance companies, the I. J. Niemuth Company of Dallas represents a new phase of Dallas development as an investment center. Organized in January of 1954, this firm analyzes the securities of insurance firms on a technical and management basis and provides a market for buyers and sellers of new insurance stocks.

One of the problems facing an investor in the stock of a new insurance company is to find a market for his securities in the event he wishes to sell. Until trading has established a definite market through regular investment channels over a period of years it is often difficult to dispose of securities of this type.

Specializing in this field, the I. J. Niemuth Company is seeking to determine the basic value of securities handled by the firm and pass this information on to investors. They also seek to provide a market among individuals who are interested in buying securities of this type.

Mr. I. J. Niemuth has been associated with the insurance business in Dallas since 1948 and previously was associated with national insurance organizations for a period of seven and one-half years. John Thomas, sales manager of the firm, is a graduate of the School of Finance of Southern Methodist University and for two years previous to joining the firm, was a division sales director for a large national insurance organization operating in Texas. Associates connected with the I. J. Niemuth Company have a combined experience of 33 years in all phases of the insurance business.

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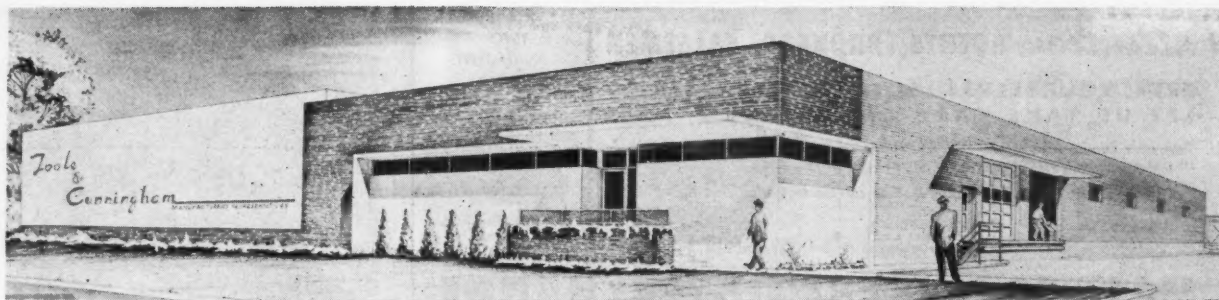
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Warehouse Locates in Brook Hollow District

Toole and Cunningham Company, manufacturers' representative for wholesale plumbing, heating and air conditioning products, will build its third major warehouse in the Southwest in the Brook Hollow Industrial District. The new

building will have 14,000 square feet and is located at 9000 Sovereign Row. F. J. Woerner & Co. were architects for the building.

Southland Life Promotes. Southland Life Insurance Company has announced the recent promotions of eight officials. Advanced from assistant vice president to vice president were: Glenn M. Brooks, George R. Cole, James B. Goodson, W. Neil Johnson, Jr., Louis F. Runge and Field Scovell. John L. Evans, formerly secretary, was promoted to vice president and secretary, and Jay T. Ward, who had been assistant to the comptroller, was made assistant comptroller.

Hogan Opens Offices. John D. Hogan, realtor, has opened new offices at 6127 Luther Lane to serve clients in the Preston Hollow and Park Cities areas.

★

Employees Acquire Ownership. Acquisition of full ownership of Core Laboratories, Inc., Dallas, has been made by a group of employees under the terms of an option agreement held since 1950.

Recent Promotions. The Texas Empire Life and Accident Insurance Company recently announced two top management promotions and the approval of an agency appointment. W. C. Bridge, formerly superintendent of agencies, was elected vice president and agency director; John Boyd, who had been assistant secretary of the company, was chosen secretary; and C. Lawton Smith, a veteran of nine years insurance experience, was appointed Dallas agency manager.

It is a pleasure to announce for the year 1955

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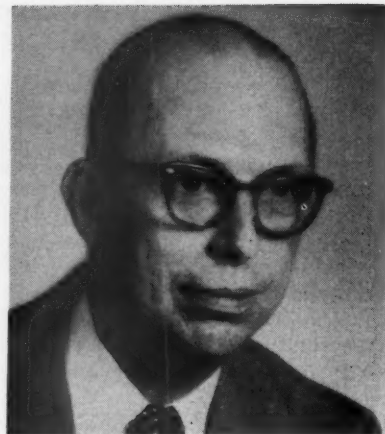
strength until now it is one of the largest companies in the nation in the field of individual hospitalization insurance with over 2,000,000 policy-holders.

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Scott Joins New Group

Woodson Scott, former Dallas representative of the Texas Real Estate Commission, has been named industry representative for the newly formed Home Owners Exchange Corporation, a group which serves as a clearing house for the resale of used residences valued up to \$15,000. Mr. Scott has been engaged actively in the real estate business and has served with the U. S. Engineers in a civilian capacity. He is a University of Texas graduate.

★

Service Pins Awarded. Dreyfuss & Sons recently awarded pins to 14 veteran employees in honor of their years of service, bringing to 100 the total of store employees who have been with the company from five to 35 years. Those most recently presented with honorary pins are: Rubye Saunders, 25 years; Agnes Christoff and H. C. Robertson, 20 years; Hattie Spillers, 15 years; Dutch Munder and Ruth Pope, 10 years; Henry Phillipsborn, Alvina Schreiner, Lillian Duncan, Bob Kurtz, J. F. Houzvicka, Michael Raskin, June Batie and Sam Revas, five years.

★

New Officers Elected. The Dallas Athletic Club has elected a group of nine officers and committee members to direct its affairs during the coming year, with Sam B. Dickinson heading the list as president. Other officers are: Joe Banks, first vice president; O. E. Blanton, second vice president; Paul P. Middleton, secretary; and C. Glenn Cole, treasurer. Mr. Blanton will also serve as chairman of the club's membership committee, which will include Ralph Lofland and Gaston Hallam. Mr. Cole is to serve as chairman of the budget and finance committee, which includes Michaux Nash and R. G. McCord.

Banking and Finance

(Continued from Page 13)

Early in March of this year Dallas Rupe & Son, Dallas investment bankers, became the first Texas corporation to be admitted to membership in the New York Stock Exchange. During the past month two other Dallas firms—Rauscher Pierce & Co. and Schneider, Bernet & Hickman, Inc., have also been admitted to membership. This means that all three of these firms will now be represented directly by traders on the floor of the New York Stock Exchange. It also marks another significant development in the growth of Dallas as a financial center.

The financial development of Dallas during the post-war years has been marked by an increasing number of nationally known investment banking institutions and brokerage houses establishing substantial operations here. In addition to this, other wire houses and investment firms have expanded their facilities. Most marked of all has been the expansion of older Dallas investment brokers and the founding of new investment firms to handle the rising volume of Dallas investment business. The position of Dallas as one of the top insurance centers of the nation and the large number of home offices of life insurance companies and fire and casualty firms, all combine to step up the volume of Dallas security transactions.

The scope and size of Dallas banking and financial operations is another illustration of the financial maturity of the Southwest—and the shift of financial operations West and South. In the words of one Dallas investment man: "Texas is now in the heart of the 'make-money' area of America." Today it is not uncommon for individuals and groups representing Southwestern capital to take over old established Eastern industrial institutions. It is not unusual for major railroads and industries to come long distances to seek major financing in Dallas.

A half-century ago it was considered foolhardy in Eastern financial circles for a group of Dallas men to organize a fire insurance company. In 1901 the first legal reserve life insurance company was organized in Texas. In 1903, the Southwestern Life was organized in Dallas and the Southland Life Insurance Company started business in 1908. It is a far cry from the financial position of Dallas and the Southwest today and in that era—but it points up the industrial development of the Dallas Southwest and the growth of its wealth. It marks another milestone in



Forsythe Speaks on Trust Fund

Earl A. Forsythe, general counsel for the Community Chest Trust Fund and chairman of the legal committee of the Chest's board of directors, spoke in Houston recently about the Dallas Chest's Trust Fund at the meeting of the Southwest Conference of Community Chests. The leadership of Dallas in putting a Community Chest Trust Fund into operation prompted many questions from delegates about how Dallas did it so that they could use the Dallas plan as an example in their own cities.

the development of one of America's great regions. Three hundred years ago, Boston and New England provided the main center of wealth and banking. In the nineteenth century this shifted to the New York area. The development of coal and steel shifted capital concentrations to Pittsburgh and Cleveland. The development of the Mid-West built Chicago into a financial center before and during World War I. The Southwest has only come into its own during and after the second world war. Now Dallas is becoming more and more a center of investment as the diversified industry and resources of the Southwest produce surplus capital seeking conservative investment outlets.

★

JOHN M. TAYLOR, JR., claim supervisor of Republic National Life Insurance Company, Dallas, has been elected an assistant vice president. Mr. Taylor continues as manager of the company's claim department.

★

JIM SMITH has been named a member of the six-state Southwest District Oil Industry Information Committee. Mr. Smith operates a Humble service station at Garland and Buckner.

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Southwest Airmotive Gets Overhaul Contract

A historic contract to overhaul jet engines and their accessories—the first such ever to be undertaken outside the facilities of the military or those of jet powerplant manufacturers—was awarded Southwest Airmotive Company recently by the United States Air Force. The approximately \$3,000,000 contract calls for the overhaul of more than 1,200 Allison J-33-A35 turbo-jet powerplants, complete with accessories, with production underway by mid-summer.

Work will be done by the company's Engine Division in an enlarged modern brick-and-steel building of approximately 100,000 square feet located near the north corner of Dallas Love Field, and in a 10,000 square foot testing and shop building to be constructed 12 miles from the Love Field main plant.

A large group of supervisors, foremen and lead men of the SAC Engine Division are being sent to Middletown Air Materials Area for intensive training in jet overhaul procedures prior to the start of production at Dallas, according to Winston Castleberry, vice president in charge of service. A gradual build-up will triple Engine Division personnel by the time full production is reached.



Vice President Elected

Sam Houston Huffman, manager of the Dallas office of The Wyatt Company, actuaries and employee benefit consultants, has been elected a vice president of the company. Mr. Huffman directs company operations throughout the Southwest from his office in the Republic National Bank Building.

★

Airline Honors Gen. Smith. Officers of Continental Air Lines and Dallas civic leaders recently honored General Robert J. Smith, president of Pioneer Air Lines, at the Press Club of Dallas. Continental recently purchased Pioneer.

"Parade of Progress" Plays to Big Crowds

The circus-like General Motors Parade of Progress for 1955 is a thing of the past for Dallasites, but thousands of curious flocked to the State Fair Auditorium here to witness the "magic" and the marvels of today's science.

The purpose of the show, as stated by H. P. Grenda, regional manager of GM public relations, was "to demonstrate how research, engineering and American progress are solidly linked together to give us a constantly improving standard of living." Another purpose — one reason for the show's inclusion of exhibits for young people — is to stimulate their interest in the technical professions and thereby contribute to assurance of engineers and scientists for future needs.

Among the demonstrations offered during the show's performances were illustrations of heat and cold, jet power, displays of many types, the "magic" of changing liquids into synthetic rubber, operation of a "sun motor" driven by electricity produced with the light of a single candle, and many others.

★

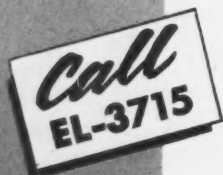
Lone Star Earnings. Lone Star Steel Company's first quarter earnings for 1955, compared favorably with those for the previous best quarter of 1954. Whereas the company lost money in the first half of 1954, it realized a small profit in the last six-months' period of the year, stockholders were informed at the firm's recent annual meeting.

RAY CAMPBELL, JR.

GENERAL AGENT

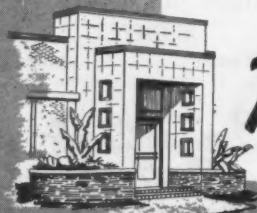
Massachusetts Mutual Life Insurance Company

TOWER PETROLEUM BLDG.—PR-8872

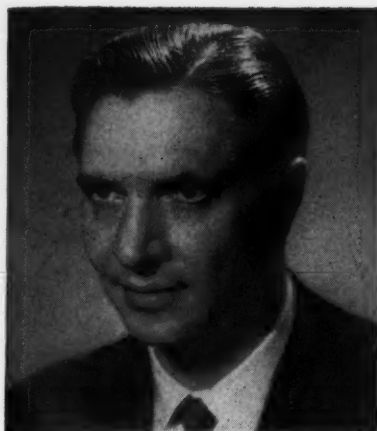


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New Agency Supervisor

Donald C. Clark has joined the agency department of Republic National Life Insurance Company, Dallas, as agency supervisor of the company's northern division. Formerly assistant supervisor for New England Mutual Life in Dallas, Mr. Clark's territory includes branch offices in Oklahoma, Nebraska, Arkansas, Kansas, South Dakota and portions of West Texas.

* .

City Approves Purchases. City Council has approved almost \$120,000 worth of right-of-way purchases needed for various city projects. Among the purchases authorized are: two tracts needed to tie in Lemmon with March Lane; a tract in the Love Field area; one on Central Expressway, one for Inwood Rd. at Lovers Lane; two lots on Fleming needed on the East-West Expressway, and several small purchases for Illinois, Lovers Lane and Loop 12 projects.

Riverside 6611

Insurance

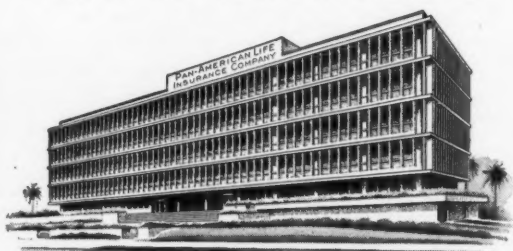
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Mills Heads Sales

B. E. Mills has been elected vice president in charge of sales and service for the Ahart Moving & Storage Company, in which he recently purchased an interest. Mr. Mills previously had held a similar position with another large Dallas moving firm.

★

E. V. McCRIGHT, owner of E. V. McCright & Company, Dallas general contracting firm, has been accepted for membership in the National Academy of Contractors and Engineers. The academy sponsors stabilization of standards and ethics in the construction industry and promotes development of new and improved methods in the field of engineering architecture and business management.

★

IRA DeJERNETT was elected president of the Southwest Council of the American Association of Advertising Agencies at the group's recent annual meeting. Tod Workman was elected secretary-treasury.

★

D. J. HUGHES, for more than a score of years a member of the Dallas Cotton Exchange, has been elected unanimously to lifetime honorary membership in the Exchange.

★

FRANK S. CARTER, has joined the Wrather Petroleum Company as production superintendent. A petroleum engineering graduate of Texas A&M, Mr. Carter has been associated with Texas Pacific Coal & Oil Company since 1946.

★

JEROME K. CROSSMAN, president of the Dallas Chamber of Commerce, was recently elected a new director of the Great American Reserve Insurance Company.

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Change in Management

George H. Norsworthy (left) and Hugo W. Schoellkopf, Sr., were recently elected president and chairman of the board, respectively, of the 86-year-old Schoellkopf Company following purchase of the controlling interest in the firm which they head. Established in 1869, the company today is known as one of the largest wholesale hardware concerns in the Southwest. Other officers are: Herman Biar, vice president and general manager; C. T. Ellis, vice president and assistant secretary; and Gordon Nettleton, secretary-treasurer.

★

New Brook Hollow Construction Begins.

H. Glenn Butler has begun construction of the first of two large buildings to be put up for lease in the new Brook Hollow Industrial District. The first building will have 17,500 square feet, with about 1,200 feet to be set aside for office space and the remainder designed for warehousing operations. Grady Jordan of Bolanz & Bolanz, realtors, handled negotiations for the purchase of the two-acre site for the buildings, and Gower and Folsom have been named building contractors for the structures.

★

City, School Taxes. Dallas city and school tax collections for 1955 are showing signs of reaching or even surpassing the record established in 1953, when collections reached 99.04 per cent. Percentage-wise, the city is now running slightly behind the 1953 pace, but well ahead of last year's report, according to City Tax Assessor-Collector Norman Register. Latest official figures for this year show the city has collected \$31,997,153, or 88.18 per cent of the total \$36,500,000 city and school taxes for 1954.

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REAL ESTATE LOANS • SURETY BONDS

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Oct. 1, 1955**

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The most-recently developed equipment has been used in the Center's construction to facilitate efficient operations. Multiple underfloor ducts, with conveniently-located outlets in office areas, meet the telephone, communications and electric power needs of today's insurance companies. Modern, efficiency-producing illumination is provided by 75-foot-candle-power lighting, while ceilings have been acoustically treated to minimize equipment noise. Zone-controlled air conditioning provides year-round comfort.

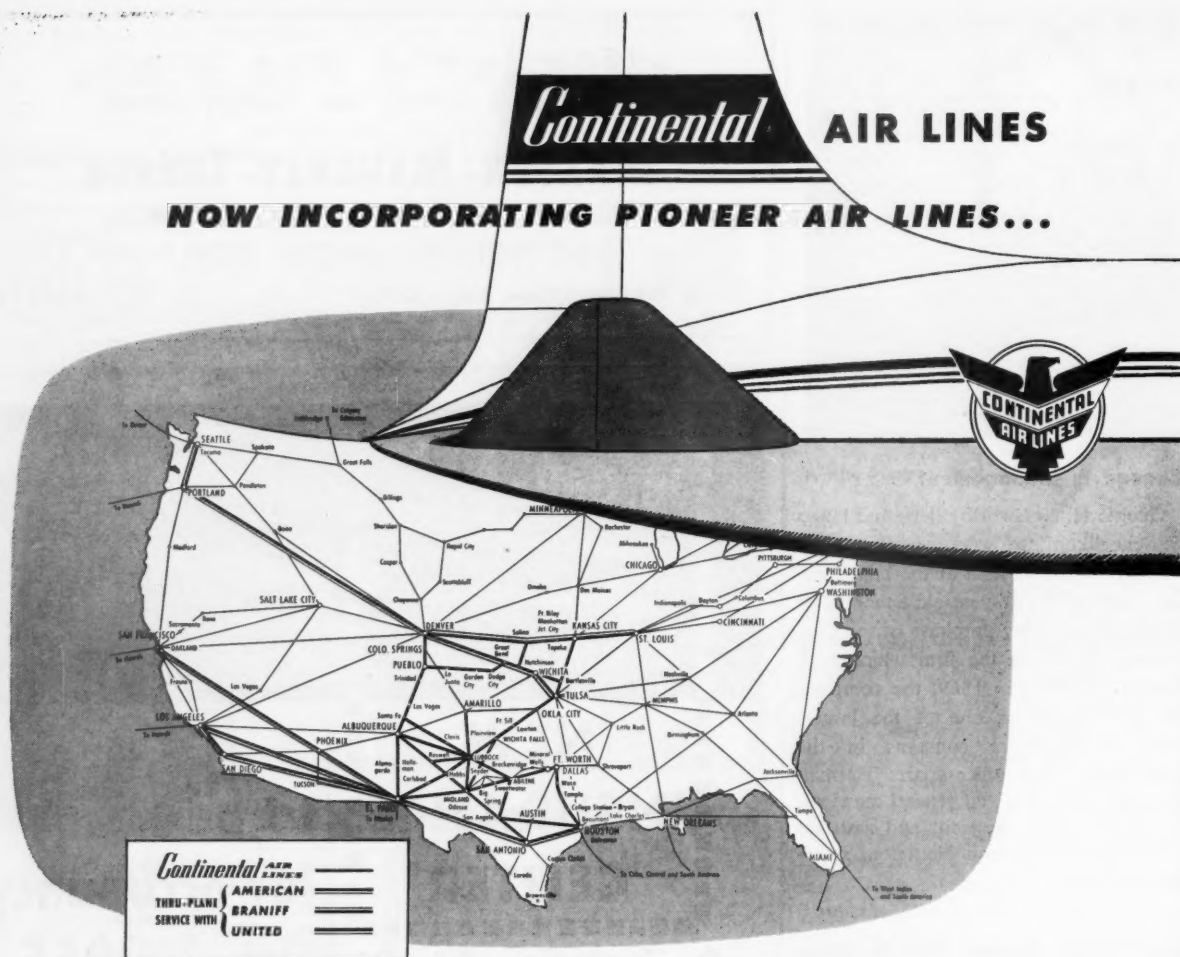
For complete information
about the modern office
facilities available by Octo-
ber 1, 1955, in the 47,000-
square-foot Insurance
Center...

Contact W. H. Coleman Jr.,
Executive Vice President

A major advantage offered occupants of the Insurance Center is freedom from the time-consuming search for parking space. Adequate, off-street, at-the-door parking is immediately available on the Insurance Center site.

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NEW CITIES SERVED—Morning and Evening Flights to HOBBS, CARLSBAD and ROSWELL. One-Plane Service.

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IMPROVED FLIGHTS—Morning and Evening Flights to WACO, TEMPLE, COLLEGE STATION-BRYAN and HOUSTON.

CONTINUES EXCELLENT SERVICE—Morning, Afternoon and Evening Flights to LUBBOCK and MIDLAND-ODESSA.

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2 Flights Daily to SWEETWATER, SNYDER, PLAINVIEW, AMARILLO, BIG SPRING, CLOVIS and SANTA FE.

Daily Service to MINERAL WELLS and BRECKENRIDGE.

NOW 16 FLIGHTS DAILY

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Call your travel agent,
or Continental Air Lines at Elmhurst 5361
Tickets, Baker Hotel

Continental AIR LINES



Harwood Gets Promotion

William W. Harwood, formerly district sales manager, has been promoted to the post of regional sales manager by The Frito Company. Mr. Harwood, who will operate out of the company's international headquarters in Dallas, first joined the firm in 1949 as a distributor in the Dallas and Houston areas.

★

G. C. BUCHANAN, for 25 years a lighting specialist in Texas and Oklahoma, has been named Dallas district representative for the Union Metal Manufacturing Company of Canton, Ohio.

★

BOONE POWELL, administrator of Baylor University Hospital, has been inducted as president of the Texas Hospital Association, a group of more than 500 hospitals. Mr. Powell had been with Baylor Hospital for 10 years, starting as business manager. He is a past president of the Dallas Hospital Council.

★

JACK TURLEY and NELSON THORNTON, JR., have both been promoted by the Adleta Company, North Texas wholesalers of RCA, RCA-Victor and Whirlpool products. Mr. Turley was named sales manager of television, radio and air conditioning; Mr. Thornton was promoted to sales manager of laundry equipment and ranges. Both men have been associated with the company for several years.

★

BOB SAILERS has been appointed sales manager of the Tom Russell real estate firm, 1826 Balboa. Mr. Sailers, who has been active in the real estate field for more than three years, will direct the firm's sales in residential and development properties.



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TELETYPE: DL 390

TELEPHONE ED-1248

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HARRISON EMPLOYMENT SERVICE	
Oil & Gas Bldg., 318 N. St. Paul	ST-5191
KARR Associates	
1201 Davis Bldg., 1309 Main St.	RA-4351
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7713 Inwood at Lovers Lane	EL-0349
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324½ West Jefferson	WE-4661
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Because his company regards him as an individual with problems and objectives too, your Southland Life Agent does a better job for you. Furthermore, your Southland Life Agent is thoroughly trained so that he brings head as well as heart to the job at hand.

Depend on the integrity and the skill of your Southland Life Agent. He ... as well as his company ... are worthy of your trust.

ASSETS OVER \$172,000,000
Insurance in Force Over \$914,000,000
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Life Insurance Serving Since 1908 **Company**

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LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

Liberty Mutual Plans Industrial Hygiene Lab

A new industrial hygiene laboratory to serve as a base for study of health problems brought on by Texas' industrial expansion is to be established this year in Dallas by the Liberty Mutual Insurance Company.

The laboratory will supplement mobile field activities carried on by the company investigating adverse factors affecting the health of Texas workers.

★

DAVID W. MOSS, previously with Dun & Bradstreet, has joined the real estate firm of Henry S. Miller Company, where he will specialize in the sales of industrial sites and suburban acreage. He is a graduate of Highland Park High School and the University of Texas.

★

MAURICE A. BARBETTINI, formerly manufacturer's representative of the Cee-Bee Chemical Company for Texas, has joined Southwest Airmotive Company as distributor-sales representative. A former student of North Texas State College at Denton, Mr. Barbettini's work will be introduction and sale of new equipment to owners of business aircraft.

★

L. H. PORTER, an assistant superintendent in Magnolia Petroleum Company's producing division at its Dallas headquarters, has been named manager of Socony-Vacuum Exploration Company, a recently-formed subsidiary of Socony-Vacuum Oil Company, Magnolia parent firm. Mr. Porter will make his headquarters in Lisbon, Portugal.

★

JAMES K. WILSON, JR., has been appointed a member of the five-man committee of the National Association of Retail Clothiers and Furnishers to administer a five-year, multi-million-dollar advertising campaign aimed at dramatizing the men's and boys' apparel industry throughout the country. Mr. Wilson is vice president of the James K. Wilson store here.

★

GEORGE E. McCORMICK and CARL H. HUNT have been appointed to membership on the seven-man Insurance Placement Board of Dallas, a service of the Dallas Association of Insurance Agents. Mr. Hunt is immediate past president of the Association, while Mr. McCormick is a member of its education committee.



Rahmes Joins Western Life

Ralph Rahmes, one-time Dallas baseball outfielder, has joined Western States Life Insurance Company as Dallas agency manager. In his new position, he will supervise sales activities of an enlarged Dallas office staff. He is a graduate of the Institute of Insurance Marketing and has completed the Life Underwriters Training Council course at Southern Methodist University.

★

HOWARD L. HOUSLEY, a representative of the Automatic Electric Sales Corporation, has been elected president of the North Texas chapter of the Armed Forces Communications Electronics Association. Other officers are: Lt. Col. R. H. Vinding and H. J. Wisseman, vice presidents, and J. A. Gustavus, secretary-treasurer.

★

MILTON B. ASCUE has been appointed manager of the Binyon-O'Keefe Storage Company Dallas operations. Mr. Ascue, who has been with the company for 18 years, is a native of Carlton, Texas.

★

GLENN SPARKS was recently promoted to the newly-created post of store inspector for 7-Eleven Food Stores. Mr. Sparks previously was manager of the company's store at 2214 South Llewellyn. He has been with the firm since 1936.

★

E. J. SCHAFER and NORMAN W. SMITH were recently promoted to new positions by the Southern Pacific Lines. Mr. Schafer, who had been district freight agent since August, 1944, was named general freight agent. Mr. Smith succeeds to Mr. Schafer's former position.

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DALLAS

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Air Force Reserve Center Slated for SMU Campus

Plans for a new Air Force Reserve Center building to be erected on the Southern Methodist University campus were announced recently at a meeting of reserve officers in Dallas.

The proposed new building is to include at least 13,000 square feet of area and will contain communications and pilot training facilities as well as classrooms.

★

WILLIAM J. WATSON, for over two years associated with the Dallas-North Texas agency of Massachusetts Mutual Life Insurance Company here, has been named agency supervisor. Mr. Watson previously had served on the staffs of two United States Senators and did budgetary work for the Department of Agriculture before entering the insurance business.

★

MIKE COLLIE, formerly a supervisor of the Phoenix Mutual Life Insurance Company and active in the life insurance business for the last seven years, has been named agency supervisor of General American Life Insurance Company of Dallas.

★

L. M. EVERETT and his son, T. H. EVERETT, have been elected chairman of the board and president, respectively, of the Better Monkey Grip Company and the Monkey Grip Tread Rubber Company. The younger Mr. Everett will continue to manage sales for the company in addition to his new duties. Other officers, re-elected at the firms' annual meeting, include Jack R. Everett, vice president, and Luke M. Everett, vice president and treasurer.

★

MILES W. HUBKA has been appointed Dallas district sales manager of the Westinghouse Electric Supply Company. A graduate industrial engineer, Mr. Hubka has been with the firm four years and was manager of the Wesco Lubbock office for the last 18 months.

★

DAN TOBIAS, formerly with the advertising department of the Dallas Times Herald, has been appointed advertising manager of the Browning-Ferris Machinery Company. In his new position, Mr. Tobias will be in charge of advertising for the firm's Dallas, Houston, Greggton and Lubbock plants, operating from the Dallas office.



Railroad Man Retires

L. C. Bouchard, general freight agent for the Southern Pacific Lines here since May 1, 1929, was feted by railroad officers and traffic representatives at a luncheon recently to mark his retirement after 47 years of continuous service with the lines. Mr. Bouchard began his long career with the road in 1908 as a clerk at Lake Charles, Louisiana.

★

MISS A. D. MOORE was elected secretary-treasurer and RAYMOND L. BACUS, P. T. HIGH and THOMAS OSBORNE, JR., were elected assistant vice presidents of the United Bankers Insurance Company recently. Miss Moore was formerly treasurer and assistant secretary. Mr. Bacus, formerly assistant agency director, will be in charge of public relations and agency support. Mr. High, also a former assistant agency director, will be in charge of field operations. Mr. Osborne will head the claims, underwriting, premium accounting and policy issuance sections of the company's home office.

★

O'HARA WATTS and JACK HITZELBERGER have been appointed registered representatives of Goodbody & Company, and will operate out of the company's new Dallas office in the Cotton Exchange Building. Mr. Watts will specialize in the security department, while Mr. Hitzelberger will concentrate on commodities. Both men are natives of Dallas.

★

WILLIAM W. FURNELL has been promoted to project engineer for Varo Manufacturing Company, Inc., of Garland. He has been with the firm since January of 1954.

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 SAM ROSS McELREATH CO.

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 ENGINEERS
 SUPPLIES
Photostats
**SOUTHWESTERN
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National City Building
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 to the
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See the

BERGER **DESK**

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If you are looking for the ultimate in desks you'll find it when you see the Berger Line. Simple, direct lines are deftly blended to combine taste and efficiency. New ideas in construction give you greater convenience and comfort than ever before. Features such as the "eye-comfort" top, adjustable height, disappearing center drawer, two-way locking will make your work easier and will send you home less fatigued after a full day at the office. Do yourself a favor and see the Berger Line at

Visit Our New
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OUR PAVING MEANS SAVINGS TO YOU

Whether you have a drive-in grocery or an industrial plant, the appearance and utility of a paved surface will save you money. The time-tested and proved paving methods and mixtures used by the Texas Bitulithic Company last for decades, not years. Call on us for a free estimate today.

CONCRETE & ASPHALT



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Phone Riverside 3531

JOHN R. CLARK, who has been active in the securities business here for the past 16 years, has been appointed registered representative of Goodbody & Company's Dallas office. Mr. Clark, with total experience in the investment field of more than 40 years, will act as account executive, specializing in securities analysis.

★

J. E. MARTIN, formerly assistant manager of Wilson & Company at Shreveport, La., has been promoted to manager of the meat packing company's Dallas operation. Luke A. Walker, formerly in charge of the canned meats division, has been made assistant manager.

★

ALEX W. WEISBERG, JR., has been promoted to associate manager and buyer of furnishings for E. M. Kahn & Company. Weisberg, a grandson of the company's founder, has been associated with the store since 1954.

★

FRANK LITWILLER, formerly general manager of a dealership in California, has been named general manager of City Lincoln-Mercury here.

★

MARTIN TYCHER, formerly with the Gump and Gaynier organization and associate member of the Dallas Real Estate Board, has opened his own real estate office at 6033 Berkshire Lane, in Preston Center. The new firm will specialize in sales of Town North properties.

★

S. A. WELCH, JR., has been appointed Dallas regional sales manager for Plymouth Division of the Chrysler Corporation.

★

ROBERT J. HAMMOND has been named to the post of manager of the Buick-Oldsmobile-Pontiac Assembly Division of General Motors Corporation at Arlington. He has been with the division since 1945, serving as plant engineer at Atlanta, Ga., before being named production manager.

★

GEORGE B. KELLY, who had been assistant division freight agent in Dallas, has been promoted to assistant general freight traffic manager of the Santa Fe Railway. Mr. Kelly, who has been with the line since 1928, came to Dallas in 1945 as chief rate clerk. His new position will take him to Chicago.



New General Manager

Jack W. Gailey has been promoted from production manager to general manager of Dallas Avionics. A native of Bardwell, Texas, Mr. Gailey joined the local organization in 1953 as production manager. In his new position, he will be in charge of all repair, overhaul and installation of airplane radio, navigation and electronics equipment for the company.

★

PAUL GARVIN WILSON, for 43 years foreman of a Dallas printing shop, has been chosen supervisor of sales in the Southwest for Brandtjen & Kluge, Inc., of St. Paul, manufacturers of printing equipment.

★

HARRISON BAKER, JR., has joined the sales staff of Lone Star Life Insurance Company in the Dallas agency. A native of Dallas, he has been in the insurance business here for nine years.

★

WILLIAM H. SMITH has been appointed assistant manager of the Dallas branch sales office of Owens-Corning Fiberglas Corporation. He has been an employee of the firm since 1945.

★

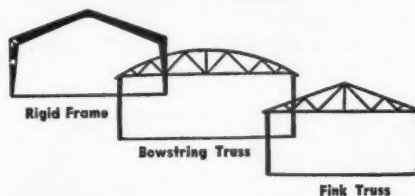
A. B. McMAHON, a brother of the owner, has been named general manager and supervisor of the McMahon Transfer Company. Mrs. Joyce Henrich has been appointed general office manager.

★

WILLIAM B. EPPLER of Dallas, president and director of Southwestern Investment Advisors, Inc., has been elected to the board of directors of the Fort Worth Steel and Machinery Company.

Whatever the Size . . . a

METALLIC Steel Building Gives You More for Your Money



Optional Coverings:
Corrugated Galvanized Iron, Aluminum, Cement Asbestos.
Reinforced Concrete Tilt-Up Walls



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CLARENCE A. WEST, JOHN E. WOODUL, A. W. BOURKE
Group Representative: WALLACE L. WINGFIELD

Issue All Forms of

Life • Accident • Health • Group • Hospitalization
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DALLAS



Sun's Safety Coordinator

Henry C. England, Jr., has been named the new safety coordinator for Sun Oil Company's production department, with offices in the company's Southwest Production Division headquarters at Dallas. Mr. England, who studied petroleum engineering at the University of Texas, is area chairman for the Lower Gulf Coast Area for the Oil Industry Information Committee, a member of the Texas Safety Association and the American Society of Safety Engineers. He will assume full-time duties in his new position by June 1.

★

MISS NELLIE C. JOHNSTON and JOHN McCORMACK have been appointed assistant secretaries of the company by Texas Instruments, Inc. Miss Johnston has been with the locally-based electronics and geophysics firm for seven years and is a member of the American Association of University Women. Mr. McCormack, a graduate of Columbia College and Columbia University Schools of Business and Law, is a member of the bar in both Texas and New York.

★

DR. ERNEST H. KOEPH has been named manager of the research and development department of the Core Laboratories, Inc., of Dallas. Dr. Koeph will plan and direct an expanded research program in keeping with the laboratory's recently enlarged facilities at 801 Core Street.

★

LACY E. CRAIN of Dallas was elected president of the National Sanitary Supply Association at the group's recent convention held in Atlantic City, New Jersey. Mr. Crain is president of the Conco Chemical Company, and is the first member from the Southwest to be chosen president of the group.

BEHIND THE CONTRACTS OF UNIVERSAL LIFE AND ACCIDENT INSURANCE COMPANY POLICYHOLDERS ARE FINANCIAL STRENGTH AND INTREGITY

● **\$132.39 OF ASSETS FOR EACH \$100 OF LIABILITIES!**

(A wide margin of assets over liabilities is a significant safety factor and indicates a company's financial soundness. The average for the 20 largest life insurance companies in America by amount of assets is only \$107 of assets for each \$100 of liabilities.)

● **1 OF ONLY 12 TEXAS LIFE INSURANCE COMPANIES WITH A CAPITAL STOCK OF \$1,000,000 OR MORE!**

(This is of special significance when one considers that at the last count there were 254 life insurance companies with Home Offices in Texas.)

● **1 OF ONLY 19 TEXAS LIFE INSURANCE COMPANIES RECOMMENDED BY THE ALFRED M. BEST COMPANY!**

(The Alfred M. Best Company is America's foremost authority on life insurance company operations. Concerning the Universal Life and Accident Insurance Company, these folks have this to say: "The affairs of the company are under capable and experienced management. It enjoys a very strong financial position... The results achieved have been favorable.")

● **ESTABLISHED IN 1927!**

(The Universal Life and Accident Insurance Company has stood the test of time, having served the insurance public with high distinction for over 28 years.)

28TH ANNUAL STATEMENT UNIVERSAL LIFE AND ACCIDENT INSURANCE CO.

December 31, 1954

ASSETS

Cash		\$ 646,459.64
*Bonds—		
U. S. Government	\$1,509,644.52	
County and Municipal	2,499,664.35	
Public Utility	1,058,670.26	
Industrial	493,513.49	5,561,492.62
**Stocks		1,840,631.00
Mortgage Loans		2,137,804.53
Policy Loans		299,243.33
Real Estate—Home Office Building		809,009.37
Due and Deferred Premiums		100,265.48
Interest Accrued on Investments		61,772.36
TOTAL ADMITTED ASSETS		<u>\$11,456,678.33</u>

LIABILITIES

Policy Reserves	\$7,366,433.60	
Reserve for Claims not due	79,574.71	
Security Valuation Reserve	875,869.68	
Interest and Premiums Paid in Advance	72,795.29	
Reserve for Taxes and Other Liabilities	68,870.41	
Reserve for Depreciation of Home Office Building	220,242.64	
TOTAL LIABILITIES		\$ 8,653,786.33
Capital Stock	1,000,000.00	
Surplus	699,886.66	
Contingency Reserve	1,103,005.34	
TOTAL SURPLUS		2,802,892.00
TOTAL		<u>\$11,456,678.33</u>

*Bonds are stated at Amortized Value.
**Stocks are stated at Market Value.

INSURANCE IN FORCE \$83,032,095.00

OFFICERS

HARRY BRODNAX, President
HAROLD F. BOSS, Vice President
J. D. CHURCHILL, Vice President and Actuary
MAURICE I. CARLSON, C.I.U., Vice President
E. G. HUGHETT, Secretary
R. V. HANEY, Assistant Secretary
G. E. JEFFERIES, Assistant Secretary

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President, National Bank of Commerce
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HAROLD F. BOSS, Vice President
Dallas
HARRY BRODNAX, President
Dallas
DR. ROBERT B. GILES, Medical Director
Dallas

DIRECTORS

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HARRY I. MAXSON, General Insurance
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JACOB METZGER, President, Metzger Dairies
Dallas
IRA T. MOORE, Moore & Co., Building Material
Dallas

JULIUS SCHEPPS, General Insurance
Dallas
ROBERT G. STOREY, General Counsel
Dallas
GUS WORTHAM, John L. Wortham & Sons
President, American General Insurance Company
Houston

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Ralph Williams
R. G. (Bob) Llast
Garland Roach

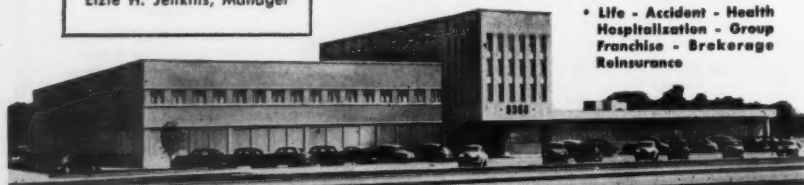
Lafe R. Pfeifer
Cal Koontz
Frank McGillivray

WELL-TRAINED REPRESENTATIVES

Metropolitan Agency
606 Burt Building
RA-9116
Charles E. Shedd, Manager

Wynnewood Agency
263 Wynnewood Village
YA-6171
Elzie H. Jenkins, Manager

- + Alert home office underwriting
- + Liberal coverage on prompt claim settlement
- = Security for you and your family.



REPUBLIC NATIONAL LIFE INSURANCE CO.

THEO P. BEASLEY, President

Home Office DALLAS

Life - Accident - Health
Hospitalization - Group
Franchise - Brokerage
Reinsurance

Life Insurance

(Continued from Page 9)

Total assets of Mercantile Security Life Insurance Company increased during 1954 to \$3,318,326, while the firm's total insurance in force rose 43.3 per cent, it was reported by J. N. Nutt, executive vice-president. New gain from all operations for the year resulted in a 4.58 per cent earning on the company's capital and surplus.

Gibraltar Life Insurance Company recorded increases of more than 16 per cent in both assets and capital and surplus accounts during 1954, President W. E. Nettles reported. The company's investment income last year also rose 104 per cent over that of 1953, he said. Total assets of Gibraltar Life at the close of 1954 were \$5,146,270.

Great Southwest Life Insurance Company marked a record year in 1954 with an increase of 88 per cent in insurance in force to a total of \$6,530,741, according to D. A. Childre, president. The firm's assets rose 140.4 per cent to a total of \$803,440, while total premium income rose 40.2 per cent to \$399,978.

Premium income of Preferred Life Insurance Company rose 45 per cent during 1954 to a total of more than \$1,339,000, according to Largent Parks, president. The company also acquired a new home office building at 318 North St. Paul during 1954. The firm's assets now total more than \$1,083,839, Parks reported.

Assets of Excelsior Life Insurance Company passed the \$2,000,000 mark during 1954, President A. Prestwood reported, reaching a total of \$2,063,571, while payments to policyholders and beneficiaries totaled \$164,036.

★

HORACE HOOD, DEAN LOWRY, ELI HAYS and CLINT OLIVER are a quartet of employees recently promoted by Wyatt Food Stores. Mr. Hood, formerly assistant supervisor of Dallas cafeterias, is now supervisor; Mr. Lowry, former general supervisor of all cafeteria operations, was named general superintendent of that activity; Mr. Hays was promoted to manager of the firm's new cafeteria in Houston; and Mr. Oliver is the new supervisor for Fort Worth, Grand Prairie and Oak Cliff.

★

JACK RAMSEY, JR., previously Houston representative for the General Electric Company's small appliance division, has been appointed Dallas representative. He is a native of Dallas.



PARTNERS CHECK TELETYPES in the trading room of Eppler, Guerin & Turner. Pictured above are (left to right) Dean Guerin, John W. Turner and William B. Eppler.

Investment Firm Expands

PPOINTING up the growing development of Dallas as a center for regional investment activity and financing, the Dallas investment firm of Eppler, Guerin & Turner has now expanded its operations into six Southwestern cities. Now in its fourth year of operation this firm has headquarters in the Fidelity Union Building and maintains offices in Texarkana, Longview, Tyler, Houston, Fort Worth and Abilene.

Jerome K. Crossman is board chairman of this firm and John C. Turner its president. Vice-presidents are William B. Eppler, Dean P. Guerin and Frank K. Rader. Handling underwriting for national industries and new issues and securities for Southwestern firms, this investment banking organization engages in a general investment and municipal bond business.

In January of 1954, Eppler, Guerin and Turner was instrumental in organizing a new Texas investment firm—Southwestern Investors, Inc.,—the first of its kind in Dallas, to offer a new investment trust to large and small Texas investors. In mid-April this investment trust had assets of \$1,836,590.01. One of two such organizations in the state, this firm is headed by Jerome K. Crossman, board chairman and Dean P. Guerin, president.

Advisory board members include Bankers Milton F. Brown and Fred F. Florence; D. A. Hulcy, president of Lone Star Gas Company; J. L. Latimer, president of the Magnolia Petroleum Corp.; H. N. Mallon of Dresser Industries, Stanley Marcus and J. N. Fisher of Dallas as well as a number of other leading Southwestern industrialists.

Agency Receives Award. Shelton & Bowles Insurance Agency has been selected winner in the largest agency classification of the Insurance Advertising Conference Advertising Awards program. Donald E. Bowles, manager of the agency, said that as a winner in its classification, the agency's 1954 advertising campaign will be eligible to compete for the top award in the contest which will be given in June.

Building Nears Completion. Drilling & Service Company's new building at the northeast corner of Central Expressway and Yale will provide 5,600 square feet of air-conditioned space and 5,000 square feet of covered parking when construction, now underway, is completed. Harwood K. Smith and Joseph M. Mills are architects for the building. The site was purchased for Drilling & Service Company by Pete Hawk of Henry S. Miller Company.

**AIR CONDITIONING
FOR EVERY NEED**
For Homes, Stores, Office Buildings, Factories
Texas Distributors, Inc.
AIR CONDITIONING ENGINEERS
3914 LIVE OAK TE-2194

**Brook
Hollow** INDUSTRIAL DISTRICT

Lone Star Janitorial Service

Call David Shaw . . .

Phones: HU-5474, HU-6625, YA-4882

BONDED SERVICE—OFFICE FURNITURE CLEANING

LET US SAVE YOU MONEY ON CLEANING
YOUR BUILDING

CLEANING, WAXING, POLISHING
ALL MATERIALS FURNISHED

CALL 4730 MILL PLACE, DALLAS 10, TEXAS

MORTGAGE LOANS

**COMMERCIAL AND INDUSTRIAL
BUILDING LOANS**

**RESIDENTIAL, CONVENTIONAL,
F.H.A. AD G.I.**

TO BUY, BUILD, REFINANCE OR
REPAIR — BEST INTEREST RATES

Insurance

LOVE & COSTA Insurance Agency
— an affiliate organization —
writes all forms of fidelity and
casualty insurance and surety
bonds.

Loans approved from plans and
specifications on proposed buildings.

SOUTHERN TRUST & MORTGAGE CO.

"Established 1924"

Approved FHA Mortgagee

F. M. LOVE, Ch. of Board — AUBREY M. COSTA, Pres.
300 Adolphus Tower Phone RI-5551
INSPECTIONS, COMMITMENTS on CONVENTIONAL
LOANS IN 24 HOURS

Your Dreams CAN Come True . . . **Not Only for Yourself But for Your Children!**

Your boy, or your girl, can be assured of a substantial estate for educational purposes—or to start a business—or a permanent life insurance program—all subject to your control until he, or she, reaches 21.

BY USING LESS THAN \$5.00 PER MONTH

of the savings you give them, they have immediate life insurance benefits of \$1,000.00, increasing to \$5,000.00 at age 21 (or after 10 years if issued at ages 12, 13, 14, or 15), with no increase in cost during the years to follow.

ILLUSTRATION AT AGE 7

Cash Value at 65	\$5,000.00
Premiums Deposited	\$2,709.18
Profit	\$2,290.00
Initial Amount of Protection	\$1,000.00
Permanent Adult Policy	\$5,000.00
Cash to the Insured at Age 65	\$5,000.00
Ultimate Profit More Than 84%	

This Y - E - S (Youth Estate Starter) policy is just one of more than 50 contracts designed to fit every possible need—all available through our representatives:

Dallas Agency
A. C. Henderson, Jr., Mgr.

R. Bert Anderson	Weldon Mason	Skelton Napier, Jr.
Mary Byrd Gowdey	George W. McElyea	Allan Stanchfield
Howard Hatzenbuehler	Mrs. Dena Michaelson	Jerry Wertheimer
Jess Harkey	William R. Moore	S. H. Whitehurst

UNITED FIDELITY

Life Insurance Company

1029 ELM STREET

D. EASLEY WAGGONER, President

RI-3091



Heads Retail Credit Group

J. E. Willis, Jr., credit manager of Arthur A. Everts, is the newly-elected president of the Dallas Retail Credit Managers Association. Other officers are: John Stovall of the Republic National Bank, first vice president; W. F. Cofer of Neiman-Marcus, second vice president; and Thayer McDonald of Cabells, Inc., treasurer. John Talent of Sherwin-Williams, Harold Jones of Dreyfuss and Cliff Moore of the Dallas Morning News were elected directors.

★


F. B. HUNT and LOUIS C. BAILEY were elevated to new positions in the Southwestern Bell Telephone Company recently. Mr. Hunt was named assistant vice president for personnel and will be transferred to company headquarters in St. Louis. Mr. Bailey, former Tulsa district traffic superintendent, has become division traffic superintendent in Dallas. Mr. Hunt came to Dallas in 1952 from Houston where he had been district traffic superintendent since 1948. Mr. Bailey joined the Bell system in Detroit in 1946. He was at one time district traffic superintendent in Galveston.

★

WESLEY PICKENS has been elected first president of the newly-organized Executive Toastmasters Club of Dallas. Other officers chosen are: PAUL JAMES, first vice president; MALLORY COLLINS, second vice president; JIM MASEY, secretary; T. W. NORSWORTHY, treasurer; and DR. KENNETH MOORE, sergeant-at-arms. Club membership is limited to Dallas professional men and business executives.

★

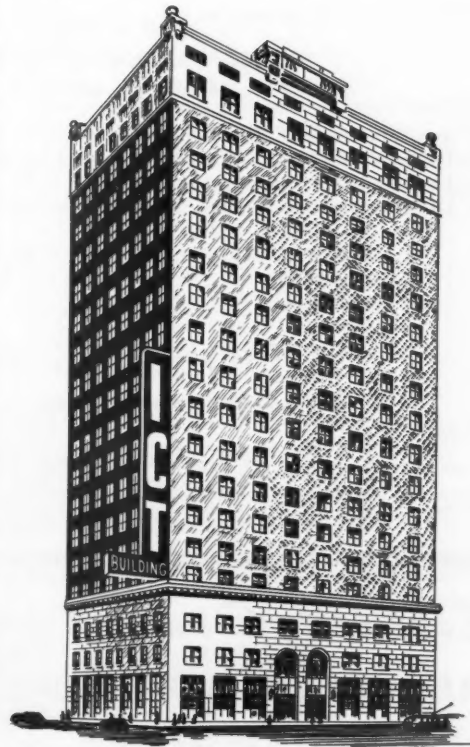
MRS. CLARA K. FORTUNE has been named sales representative for Dallas and Fort Worth for Jeunesse Cosmetics, Inc.



Suggs OFFICE SUPPLY CO.
"Everything for an Up-to-Date Office"
 Riverside 6111
 421 SOUTH ERVAY ST., DALLAS 1



JACK CAGE & COMPANY
Managers



The ICT INSURANCE COMPANY

Home Office: Dallas, Texas • Ben Jack Cage, President

Liability

Automobile

Business Interruption

Fidelity and Surety Bonds

Inland Marine

Accident and Health

Workmen's Compensation

Burglary

Fire and Allied Lines of Insurance

Ad No. D218-4T-1955, B&W
 This advertisement prepared by
 ROGERS & SMITH Advertising
 Dallas, Texas

CT-402

GOODBODY & CO.

ESTABLISHED 1891

Members

New York Stock Exchange
American Stock Exchange Chicago Board of Trade
New York Cotton Exchange Dallas Cotton Exchange
And Other Principal Exchanges

Announce the removal of their offices
to NEW and EXPANDED QUARTERS

**2ND FLOOR
COTTON EXCHANGE BUILDING
MONDAY, APRIL 4**

A complete SECURITIES DEPARTMENT has been added for purchase and sale of listed and unlisted stocks and bonds. This Department will make available the well-known Goodbody & Co. research services as well as all facilities for profitable securities investment.

SECURITIES DEPT.

Joe Binford
Hugh Dunlop
Mgrs.

COMMODITIES DEPT.

O. B. Hart, Western Rep.
Leon Wassall
Mgr.

GOODBODY & CO.

COTTON EXCHANGE BLDG., DALLAS

RI-9508

RA-7916

PR-5422

Home Office: 115 Broadway, New York, N. Y.
Offices in 31 Cities

Especially Designed for . . .

MANUFACTURERS' REPRESENTATIVES AND DISTRIBUTORS ★ ★ ★ ★ ★

Office, Display and Warehouse space, all under ONE ROOF . . . with, or without air-conditioning. Complete facilities for merchandise storage and distribution. Automatic sprinkler system . . . low insurance rates . . . palletized handling and storage of packaged goods. Call RAndolph 7111.

2nd Unit Santa Fe Bldg., "Home of the Santa Fe Bldg. Merchandise Mart"

ESTABLISHED 1875 . . . OUR 80TH YEAR!

G. K. Weathered
President

C. E. Bradley
Vice-President

R. M. Waskom
Sec'y-Treas.

Dallas Transfer
**AND TERMINAL
WAREHOUSE CO.**

2ND UNIT SANTA FE BLDG.



Carl Joins Firm

Robert Carl, formerly with Ayres Compton Associates, has joined the public relations firm of Witherspoon & Ridings. Mr. Carl has been active in many Dallas civic affairs, particularly the Dallas Junior Chamber of Commerce.

★

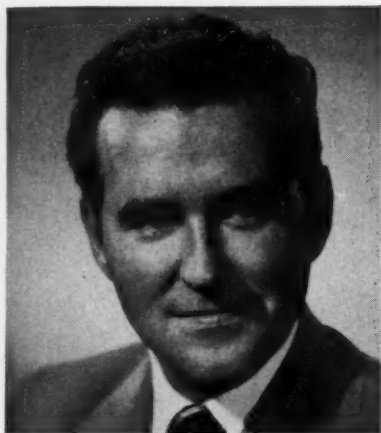
E. JERRY WHITLOW, former member of the board of directors of the Dallas Chamber of Commerce, has been elected president of the Rotary Club of Fair Park. Mr. Whitlow, vice president of the McClure Electric Company, is also a member of the Illuminating Engineering Society. Other officers of the group are WILLIAM B. FINKLEA, vice president; EUGENE R. McDANIEL, secretary and W. E. ENSLEN, treasurer. Directors are AUSTIN B. WATSON, DONALD J. BYERS, HENRY W. CARVER, WILLIAM R. LYNCH and VACTOR H. STANFORD.

★

JAMES K. WILSON, JR., of James K. Wilson Company has been named a delegate representing the National Association of Retail Clothiers and Furnishers to the United States Chamber of Commerce's 43rd annual convention. The convention will be held in Washington, D. C., May 1-4. Mr. Wilson is on the board of directors of the Clothiers Association.

★

FRED W. BUSH has been promoted to vice president and general manager of the steel and aluminum division of the Vinson Supply Company, 4606 Singleton. Mr. Bush has been in the steel business for 25 years, starting in 1930 with Pittsburgh Steel Corporation.



Heads Whaley Studio

Harold Quiram, associated with Whaley Studios since 1951, has been named head of the firm to succeed Wyatt Whaley, who recently retired from the commercial art firm. The business is to continue operation with the same staff under the joint ownership of five employees.

★

CLARK CLEVELAND, with 27 years experience in the motor freight industry, has been appointed manager of Best Motor Lines' Dallas terminal. He will handle all sales and service features of the Dallas terminal.

★

H. M. ELLISON has joined Underwood Corporation as adding machine sales representative. His headquarters are at 1310 North Industrial Blvd.

★

RAY JOYNER, manager of the Wilson Bldg., has been named president of the Dallas Building Owners and Managers Association. Serving with him will be CARL BOUCHER, vice president, and MISS CECILE DONALDSON, secretary-treasurer.

★

WYATT WHALEY, Dallas commercial artist, has joined the sales staff of Jaggars-Chiles-Stovall, Inc., Dallas typographers. A veteran of the local graphic arts fraternity, Mr. Whaley recently sold his art studio to his employees.

★

NAT DREAZEN has been appointed Southern division manager of Park & Tilford Distillers Corporation and will direct sales in Texas, Louisiana, Arkansas, Tennessee, Florida, Georgia and South Carolina. He will make his headquarters in New Orleans.

"Absolutely Personal Service"

ABE I. BRILLING

LEON NAGID—Associate

Insurance of Every Description

Davis Building

Telephones ST-4557—EM-4740

Dallas

**Repair...
Repaint...
Remodel...**

**With a Dallas Federal
Home Improvement Loan**

1 to 10 Years to Pay

DALLAS FEDERAL

savings and loan association

MAIN OFFICE • MAGNOLIA BLDG.

Dallas' Oldest
Savings and Loan
Association

SAWS

BRIGGS-WEAVER

STOCKS THE

FINEST!

Marvel

BRIGGS-WEAVER

MACHINERY COMPANY

DALLAS

HOUSTON

FT. WORTH

Distributors of Industrial Machinery-Supplies-Tools-Equipment - Since 1896

Invest Today

for a REST TOMORROW!

STOCK in selected life insurance companies makes a preferred investment because of the favorable tax position such companies enjoy.

As a group, the life insurance stocks have out-performed any other major group of securities over the last 15 years while individual life company stocks have produced almost fantastic capital gains over that period.

Every investor who aims to accumulate wealth should include life insurance stocks in his account. We will be pleased to discuss details with you.

I. J. NIEMUTH COMPANY

Insurance Stock Specialists

33 YEARS INSURANCE EXPERIENCE

417 Burt Building

RAndolph 2959

DALLAS, TEXAS



Advertising Assistant Named

William E. Cunningham, Jr., for the last six years associated with the advertising field in Dallas, has been named advertising assistant for Southland Life Insurance Company. In his new post, Mr. Cunningham will assist John L. Briggs, vice president and director of public relations, in all phases of the company's advertising, public relations and sales promotion activities.

★

A. BOYD CAMPBELL of Jackson, Miss., was recently elected president of the United States Chamber of Commerce. He is president of the Mississippi School Supply Company.

★

DOUGLAS H. MERCER, manager of the Dallas branch office of Bankers Life and Casualty Company, recently attended a two-day sales training clinic held in Dallas by the Chicago-based firm for company branch managers and supervisors from Kansas, Missouri, North and South Dakota, and Texas.

★

ANSON S. BRUNDAGE has been elected chairman of an 18-member board of management for the new Grand Prairie YMCA. Mr. Brundage had been in charge of the charter membership drive and had played an important part in the unit's organization. Other officers elected are: Lloyd Rigby, vice chairman, and Mrs. John R. Paramore, secretary. A full-time executive secretary for the group is to be named soon.

★

THOMAS LEE BERRY has been appointed district manager of Texas and Oklahoma, with headquarters in Dallas, for the Nechielna Sewing Machine Sales Corporation.

Dependable INSURANCE SERVICE

KIRKPATRICK-THOMPSON CO.

PRAETORIAN BLDG.

RA-7184

(BOB, CULLUM & BOB THOMPSON, JR.)

Check these Percentages!

- ✓ 300% Increase in RESERVES over 1954!
- ✓ 104% Increase in INSURANCE IN FORCE over 1954!
- ✓ 90% Increase in PREMIUM INCOME over 1954!
- ✓ 50% Increase in SURPLUS over 1954!

*\$16,000,000 Life Insurance in Force
in Second Year of Operation!*

OFFICERS

EUGENE U. McCARDLE
PRESIDENT

THOMAS G. BROWN
Vice-President & Agency Director
IRA L. McCOLISTER
Manager, Investment Dept.
HOWARD J. COX
Asst. Secretary & Chief Accountant
PAUL V. MONTGOMERY
Consulting Actuary

WILBER E. BROWN
Vice-President Savings & Loan Dept.
DALLAS C. BIGGERS
Secretary & Treasurer
RALPH D. BAKER
General Counsel
JAMES T. MONTGOMERY
Medical Director

DIRECTORS

DALLAS C. BIGGERS, Chairman Biggers, Baker, Lloyd & Carver
WILBER E. BROWN Vice-President
RALPH D. BAKER Biggers, Baker, Lloyd & Carver
W. GUY DRAPER Pres., First National Bank, Temple, Texas
D. L. JOHNSON, SR. Johnson Bros. Chevrolet
S. A. KADANE Pure Ice & Cold Storage
C. E. KERBY Field Vice-Pres., J. C. Penney Company
CHANDLER LLOYD Biggers, Baker, Lloyd & Carver
EUGENE U. McCARDLE President
IRA L. McCOLISTER Oil & Investments
DAVID E. WICKER, JR. Wicker, Inc.



Southern Provident
LIFE INSURANCE COMPANY

An Old Line Legal Reserve Company

Republic National Bank Building

Phone ST-2116

Young Men Going Places

Hilton Painter

by Robert Carl

A tall, gangling youth attending junior high wanted to play basketball more than anything he could think of. He didn't make the team, however, because he was considered too cumbersome and clumsy on the court.

Hilton Painter was 14 then and he had already grown to his full 6' 3" stature. He was quiet, studious, shy. But it was this marked experience that early destined him as a *young man going places*.

The summer before Hilton started to Woodrow Wilson senior high school, he practiced long hours on the basketball courts of his church and at the YMCA. That fall he made the Wildcats' B team. Still practicing in and out of school, the reticent but determined lad the next year began the starting line-up of Woodrow's first team.

In 1939-40 Hilton Painter became captain of his basketball team which later won both the City and District Championships. He was consequently named a member of the All-City and All-District teams, and was voted by sports writers and coaches as the outstanding basketball player in Dallas for the season.

In addition to this early moral victory, the once retiring Hilton served as president of both his junior and senior class, captain in the ROTC, vice president of the Student Council, and was recipient of the Linz Award for scholastic achievement.

Hilton Painter has been knocking obstacles aside ever since.

Perhaps unusually perceptive for his years, Hilton Painter decided when he was 15 that he wanted to make life insurance his life's vocation. In the summertime, between school semesters, he used to clerk and file for Southwestern Life and United Fidelity Life insurance companies. When he was 18 he began studying rate books, the insurance man's Bible.



HILTON PAINTER

Young Hilton enrolled at Southern Methodist University on the athletic scholarship earned by his high school basketball activities. Needless to say, he lettered on both the Freshman and Varsity teams, and graduated in 1947 with a Bachelor of Business Administration degree in Finance. Because of limited curriculum at that time, Hilton's only course in insurance was one in "fundamentals" taken during a summer session at the University of Colorado in Boulder. Several years later, however, he returned to SMU and graduated from the school's newly-inaugurated Institute of Insurance Marketing.

From here, Hilton Painter has developed an early distinguished career. Having served as a leading agent for United Fidelity Life Insurance Co., he was appointed vice president and agency director of the State Life Insurance Company of Texas — at which time he was only 26.

In the few years that followed, while he was "pounding the pavements," Hilton did a little analyzing: of himself, of Dallas, and of the life insurance business. He

finally became convinced that he could organize his own company in this city. So he did.

The good-looking, congenial "boy wonder" was 29 when he became chief executive of Texas Empire Life. Last March, only three years after his momentous decision, he reported at the company's annual stockholders and directors meeting a 130 percent gain in the amount of insurance in force over the previous year.

"You've got to go some to keep pace with Mr. Painter," an employee of Texas Empire Life is known to say.

And it's not surprising, because in addition to regular business obligations, Hilton serves as vice president of the Dallas chapter of American Business Clubs, and is a past president of the American Business Club Charitable Foundation, Inc. When he isn't knocking on executive doors for Community Chest or Red Cross donations, he's serving his church as a member of the Men's Club. He is also a member of the Shrine, Hella Temple.



New Field Supervisor

Milton H. Josephson, formerly accident and health field assistant for Southland Life Insurance Company, has been promoted to the post of field supervisor. Mr. Josephson came to Dallas in 1950 as public information director for the Dallas County Chapter, American Red Cross. He left the Red Cross in 1953 to join Southland Life.

DILLARD V. RADKE has been named operations manager for Best Motor Lines and will be in charge of operations in the major cities of Texas, Oklahoma, Missouri, Indiana, Illinois and Ohio.

DR. FRANK H. KIDD, JR., Dallas surgeon, has been elected president of the board of directors of the Dallas YMCA. Dr. Kidd, son of the late Frank H. Kidd who also had been a "Y" board member for many years, now heads the city-wide association of nine branches with more than 18,000 members. The YMCA's are members of the Community Chest.

JOHN F. DUKE, JR., formerly of the Great Southern Life Insurance Company's Dallas agency, has been named manager of the company's Wichita Falls agency.

ROBERT F. PETTERSON has been named group life sales representative for the Dallas and North Texas areas of the Southwestern Life Insurance Company.

DONALD D. WINDSOR of Irving has been appointed Dallas agent for the Prudential Insurance Company of America. He formerly was employed by the New York State Department of Public Works.

TEXAS BANK & TRUST CO. of DALLAS

MAIN & LAMAR

Be a part of the growth
of Texas Bank... Turn to
Texas Bank for all your banking needs.

THE NEW TOTAL IN RESOURCES IS
\$64,931,007.01

STATEMENT OF CONDITION of TEXAS BANK & TRUST CO. of DALLAS AT THE CLOSE OF BUSINESS APRIL 11, 1955

RESOURCES

Cash and Due from Banks	\$19,123,219.24
U. S. Government Securities	8,253,862.71
State and Municipal Securities	2,571,674.74
Stock in Federal Reserve Bank	105,000.00
Other Securities	547,496.25
Loans and Discounts (Net)	32,690,497.15
Accruals and Other Resources	343,529.38
Bank Premises	991,221.43
Furniture and Equipment	270,506.11
Customers Liability on Letters of Credit	34,000.00
TOTAL RESOURCES	\$64,931,007.01

LIABILITIES

DEPOSITS:		
Individual	\$43,269,404.23	
Banks	15,325,926.78	
U. S. Government	1,234,366.57	\$59,829,697.58
Reserve for Accruals and Taxes		446,426.08
Letters of Credit		34,000.00
CAPITAL FUNDS:		
Capital Stock	\$ 1,750,000.00	
Surplus	1,750,000.00	
Undivided Profits	1,120,883.35	4,620,883.35
TOTAL LIABILITIES		\$64,931,007.01



**TEXAS BANK
& TRUST CO. of DALLAS**
MAIN & LAMAR

DIRECTORS

- *HARRY W. BASE, JR.
President, H. W. Base & Sons, Inc.
- R. W. BAXTER
President, Rio Grande National Life Insurance Company
- CHARLES E. BEARD
President, Braniff Airways, Inc.
- FRANK I. BRINEGAR
Executive Vice President, Continental Supply Company
- HALLARD BURGHER
President, Guardian Savings & Loan Association
- MAXWELL CLAMITT
Clamitt Paper Company
- *LEO F. CORRIGAN, JR.
Real Estate, Leo F. Corrigan Co.
- N. J. DESANDERS
President, Lone Star Olds Cadillac
- F. O. DETWEILER
President, Chance Vought Aircraft, Inc.
- M. R. FORTSON
Vice President
- P. B. (JACK) GARRETT
President
- *J. M. HAGGAR, JR.
Secretary-Treasurer, The Haggar Company
- RAY E. HUBBARD
Oil Producer
- JUSTIN S. MCCARTY, JR.
President, Justin McCarthy, Inc.
- HARRY MEADOR
Vice President in Charge of Real Estate
- W. P. METCALFE
Vice President and Trust Officer
- *CLINT MURCHISON, JR.
Investments
- *W. T. OVERTON
W. W. Overton Company
- W. W. OVERTON, JR.
Chairman of the Board
- J. DURRELL PADOTT
Vice President, Padgett Brothers
- R. I. PAYNE
Executive Vice President, Theatre Enterprises, Inc.
- HARRY P. PERKINS
President, Perkins Dry Goods Company
- C. B. PETERSON, JR.
Executive Vice President
- RALPH B. ROGERS
President, Texas Industries, Inc.
- MIKE F. REED
Investments
- VICTOR F. SCHUMACHER
Vice President and Secretary of the Board
- DENYS R. SLATER
President, Fishburn Cleaning & Laundry Company
- PETER P. STEWART
Executive Vice President, The Stewart Company
- D. L. WHITTLE
Investments
- *Junior Board Members

MEMBER
FEDERAL DEPOSIT
INSURANCE
CORPORATION
FEDERAL RESERVE SYSTEM

SIMPSON & CATHEY

INSURANCE
SURETY BONDS

SINCE 1923

506 Southwestern Life Bldg. Phone RA-3020

—DALLAS—

Dependable
...SINCE 1898

- Dependable Quotations
- Dependable Quality
- Dependable Deliveries

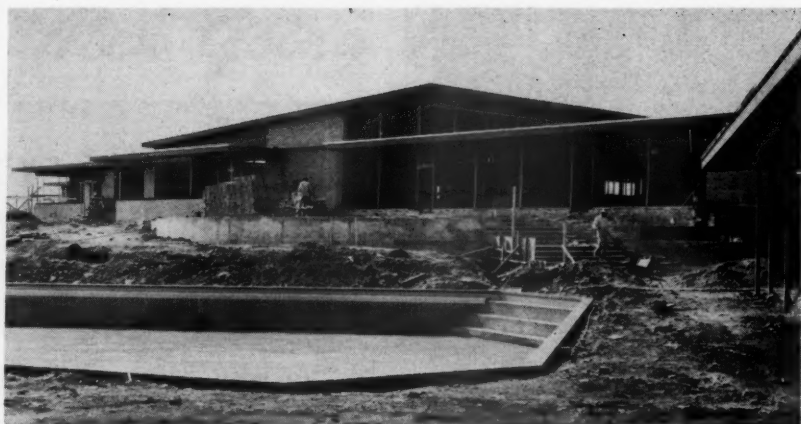
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RA-8101

1812 NORTH FIELD • DALLAS

- ★ Printing
- ★ Lithographing
- ★ Engraving
- ★ Office Supplies



UNDER CONSTRUCTION is the new \$800,000 clubhouse and facilities of the Columbian Club in north central Dallas County. Members and guests will be able to enjoy the new swimming pool probably in June. The remainder of the club will be completed by fall.

New Clubhouse Underway

THE new \$800,000 Columbian Club will be ready for use in the fall, according to Edmund J. Kahn, club president. The new facilities cover 326 acres in north central Dallas County.

A 9-hole golf course, a 34-acre lake stocked with fish, a swimming pool and a wading pool, tennis courts, and a large clubhouse will be available to members on the club's property.

The clubhouse, which contains 23,000 square feet, is being constructed along modern lines, with comfortable lounge rooms for the convenience of the club members.

Included in the clubhouse are a large main lounge, large dining room, two smaller private dining rooms, a solarium, card rooms, TV room, teen-age room, and several small lounges.

Locker rooms for men and women are to be located near the swimming pool. Also next to the pool will be a snack bar.

William Weber, a native Texan, has been selected by the club as its golf pro. He comes to them from the Cedarbrook Country Club of Philadelphia. He has also formerly worked at the Cedar Crest and Lakewood Country Clubs in Dallas. The club's 9-hole golf course was designed by Ralph Plummer, one of the leading golf course experts in the country.

Architect for the Columbian Club is Max Sandfield. Bock Construction Company is the builder.

The Columbian Club is an outgrowth of the old Phoenix Club, which had its clubhouse downtown. The Phoenix Club bought other downtown property in 1905 and called its new structure the Columbian Club. This year marks the 50th anniversary of the present Columbian Club.

In 1929 the downtown building was destroyed by fire. In 1931 the club bought an acreage on Garland Road and completed a new clubhouse in 1932. The club sold this property in 1954 and purchased the site of the new club, which is located on a private road off Belt Line Road. Construction on the new building and grounds started in September.

The club has 370 members at present, 275 of which are senior members. The eventual membership goal of the club is 400 senior members.

The executive committee of the Columbian Club, in addition to Mr. Kahn, includes Eugene Sanger, immediate past president; Albert Susman, vice president; Milton Loeb, chairman of the building committee; and U. J. Rosenthal, chairman of the house committee.

JOHN H. RAUSCHER, JR., of Rauscher, Pierce & Company of Dallas, was one of 61 partners and executives of investment firms who were graduated from the Institute of Investment Banking at the University of Pennsylvania recently.

JAMES W. YOUNG, a native of Arlington and a graduate of the University of Texas Law School, has been named assistant manager of the title insurance department of Employers Casualty Company.

SITE FOR FUTURE *Development and Expansion* UNITED BANKERS LIFE INSURANCE COMPANY



*The white line marks
the entire area now
owned by the Company*

Acquisition of the half block on Fairmount, from Kittrell Parkway to the MK&T Railroad tracks, gives United Bankers Life the entire 3200 block of property on both Fairmount and Maple Avenue. Tentative plans for future development call for an additional office building of the skyscraper type and a multiple-decked parking unit of sufficient capacity to take care of any future parking needs. An area will be included for retail mercantile establishments on the property.

This site is located in the center of the present and future path of the city's growth and development, centrally located between the industrial area on the west and Central Expressway on the east, overlooking Turtle Creek Drive, Reverchon Park and Maple Terrace Gardens. It is easily accessible to all highways in and out of Dallas.

The present Home Office building of United Bankers Life at 3200 Maple Avenue is completely occupied by this company... and tenants representing companies of national renown.

United Bankers Life offers a full line of policies: Life—Hospitalization—Accident and Health—Annuities—Mortgage—Educational—Retirement and Group. The Company operates in Texas, Arkansas, Louisiana and New Mexico with over 2,600 Agents and Brokers. Special attention is given to agents wishing to broker business.



UNITED BANKERS LIFE INSURANCE CO.

HOME OFFICE • 3200 MAPLE AVENUE • DALLAS, TEXAS

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E. G. ATKINSON, Vice President and Agency Secretary



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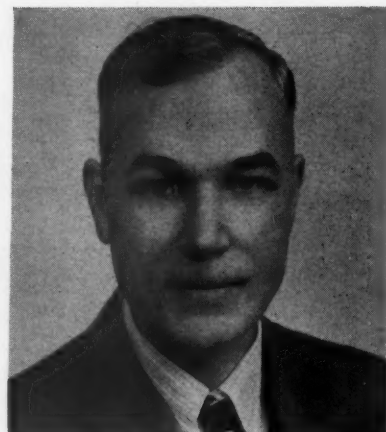
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Owens Named Treasurer

Lewis C. Owens, well-known in the Dallas printing industry and a past president of the Dallas Craftsmen's Club, has been elected treasurer and director of Johnston Printing & Advertising Company. An employee of the company since 1923, he has served as composing room foreman and assistant superintendent of production. Other officers of the firm are: Bryan Snyder, Jr., president; and Fallon Snyder, Emil L. Borak and Bruner R. Penniman, vice presidents. Mr. Penniman also is secretary, and Mrs. Ellen Ruth Moffitt, assistant secretary.

★

Postoffice Modernization. Methods of conducting Postoffice Department business are fast becoming as modern as any employed by American business after more than a century of horse-and-buggy methods, according to Gerald Cullinan, confidential assistant to Postmaster General Arthur Summerfield. Mr. Cullinan, in Dallas to deliver the keynote address of the annual meeting of the Texas Chapter of the National Association of Postmasters, credited the department's modernization on recent decentralization, mechanical improvements and the cooperation of the nation's postmasters in instituting new methods. The decentralization of which Mr. Cullinan spoke has set up 15 regions, each one of which has its own postmaster general office and each one authorized to make all but major decisions. He also declared that a pilot model of an electronic mail sorter has been set up in Washington for experimentation in further modernizing the service.

★

Midway Opens. The State Fair Park Midway has opened for the current season. Opening hours are to be 6 p.m. weekdays and 1 p.m. Sundays.



for **BETTER
SERVICE**

When we serve you
We serve **YOUR** Accounts

No business written direct as we operate through
local agents only

FIRE, AUTO and ALLIED LINES
CASUALTY INSURANCE
FIDELITY and SURETY BONDS
MARINE
FARM PROPERTY
HAIL ON GROWING CROPS
SPECIAL RISKS

This general insurance agency has been operating as Floyd West & Company since 1928. Back of it, however, is more than a half-century of practical insurance experience acquired since its founding in 1899. We are proud of our record of service and the distinguished companies we represent. We are now — more than ever before — mindful of our continuing obligations to the agents we serve.



WEST & COMPANY

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MANAGING
GENERAL AGENTS

PHONE RA-9391 • DALLAS

Mildred Gregory

By Jim Stephenson

MILDRED Gregory's dad, a hard-working Panhandle grocer who was inclined to spoil his five kids, suffered a stroke during Mildred's senior year in Childress High.

"I thought I was ruined because I couldn't go to college," she recalls. "But I've been lucky. I don't think missing college has hurt me."

Lucky, she says. Well, maybe so. Lucky to be by nature an attractive, green-eyed, brown-haired 5-foot-2-inch package of courage, energy and charm. Lucky to be a bright gal, with a sense of humor and good taste. Lucky to be patient, understanding of people, thorough and conscientious. And to have a high regard for friendship and loyalty.

Certainly, these qualities haven't hurt Miss Gregory, either. It's because she's what she is, of course, that ever since her dad fell sick—and she started keeping books after school for a Childress filling station—Mildred Gregory has been a successful woman in business.

Mildred has come a long way since high school, and loyalty is a big part of her story.

With the Pierce Brooks organizations for 25 years, she now serves as secretary-treasurer of three Dallas insurance companies—National Bankers Life, Presidential Life and National Foundation. She holds the same office, incidentally, in the Texas Safety Council and the Crippled Children's Foundation of America.

In her job as secretary of nine-year-old National Bankers Life, Miss Gregory has supervision of claims payments, premium income, payment of bills and disbursements to agency field forces, etc.—the "etc." being any other important money matter that needs careful attending to.

Miss G. is a busy woman.

She gives three aids, Miss Charlotte Jones, Mrs. Dolly Shotts and Mrs. Bonnie Harris—"very efficient young ladies"—a generous hunk of the credit for helping her get the job done.

Mildred came to Dallas in 1930, after several years of bookkeeping for a chain



MILDRED GREGORY

of West Texas department stores. She was hired as private secretary to Pierce P. Brooks, then in the real estate business.

Six years later, the Pierce Brooks organizations entered the field destined for a tremendous upsurge—insurance. Mr. Brooks naturally took along loyal Miss G. as office manager and secretary of the new Pierce Brooks Insurance Service, a brokerage and general insurance agency.

And in 1945, when Mr. Brooks decided to establish the National Bankers Life Insurance Company, it was Miss Gregory who did most of the home office organizing. When a charter was granted she became an officer and director.

Miss Gregory gives of her time to the First Methodist Church, the Business and Professional Women's Club, the Greater Dallas Club, the Texas Home Office Life Underwriters Association and the Texas Accident and Health Claims and Underwriters Association.

She has time left to enjoy good things.

Her executive suite at Nablico is rich with taupe-toned traditional furniture. Her home at 5950 Sherry Lane is a Dresden-hued forum—as Marj Montgomery of The Dallas News has described it—a gathering place for her many fine art objects. And her friends, also.

a is for atom

You can put a billion of them on the head of a pin, but they're still the biggest thing in the world today—and still hold practically limitless possibilities for tomorrow.

That's why our Research Department decided to explore those possibilities for the benefit of investors—has just published its findings in a 32-page report that's yours for the asking.

The booklet begins with a brief history of atomic energy and the people who brought it about... gives you a pretty good idea of just how far we've come up to now... then takes up in turn each of the important factors that should influence the future.

You'll find a thorough-going review on the problems of production... see why thorium, phosphates, and processing play a big part... read how the fortunes of 163 companies in everything from pharmaceuticals and food to transportation and power may be affected as the atomic age progresses.

If you'd like to have a much better idea of just where to stand on the investment opportunities in atoms, read "THE ATOM... AND INVESTORS." There's no charge for your copy, simply call or write—

Department SR-30

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NOW AND IN THE FUTURE**

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New Ad Manager

Maurice D. Bratt, former advertising representative for Dallas Magazine, has been appointed advertising manager for the Journal of Petroleum Technology, official publication of the Petroleum Branch, American Institute of Mining and Metallurgical Engineers. Since his graduation from Southern Methodist University in 1949, Mr. Bratt has been active in advertising and sales promotion activities for Dallas retail, motor transportation, publication and life insurance organizations. He is chairman of the Dallas Advertising League's publications committee and a member of the board of directors of the North Texas Chapter of the National Industrial Advertisers Association.

★

Blue Cross Anniversary. Blue Cross, the group hospitalization which was begun in Dallas on December 20, 1929, this year celebrates its 25th anniversary. Since its start a quarter century ago with membership primarily composed of clerical, sales and professional groups, the organization has become accepted by virtually every type of American working and professional group. The Blue Cross, in Texas alone, now has over 850,000 members and pays almost \$1,000,000 a month to Texas hospitals for services to its members. With its home office still in Dallas, Blue Cross and its associated Blue Shield of Texas today operate their programs through 17 area offices in the state.

★

Open New Office. Lee Optical, which recently opened its sixth office in Dallas at 6130 Luther Lane, Preston Center, has announced the appointment of Dr. Bernard Stanton, O.D., as supervisor of all its Dallas offices. Dr. Joseph Groos and Dr. Jack Rowzee are in charge of the new Preston Center office.



Insurance Center Now Under Construction

Construction is now in progress on the new 47,000-square foot Insurance Center building in the 1900 block of North Akard being erected by the United American Insurance Company of Dallas specifically for occupancy by insurance and

allied firms. The Center, which will occupy an entire block, will have off-street parking facilities for approximately 175 cars. George Dahl is the architect and O'Rourke Construction Company, the general contractors.

Richardson Village Store. Wyatt Food Stores has scheduled a new store to be built at Richardson Village, the town's first integrated shopping center. Phillips, Proctor & Bower are the architects. Prather Realty Company is the exclusive leasing agent for the shopping center.

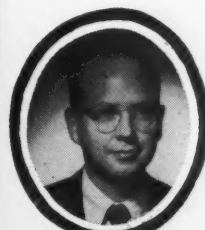
A. Harris Names New Vice President. A. Harris & Company has announced the election of Wortham Collins as a vice president. Collins will continue as head of the store's gifts, linens, drapery and appliance departments.

Move to New Offices. The Phoenix Mutual Insurance Company's Dallas agency has moved to its new quarters at 4655 North Central Expressway. The new offices provide additional air conditioned ground floor office space for the Dallas area representatives.

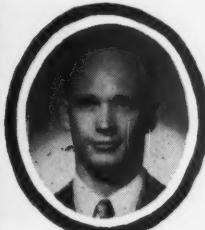
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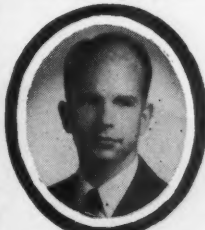
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and the
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New Firm Opens Offices

Dick Zavitz, holder of the professional designation of Chartered Life Underwriter, has opened offices in the Davis Building as Dallas' first independent life insurance counseling firm. Mr. Zavitz, who is independent of connections with any life insurance company, will provide services ranging from advice on life or disability income insurance planning to complete estate programs.

✱

Braniff Management Club. Members of the Braniff Management Club were treated to a preview of aircraft equipment at the group's regular monthly meeting last week. The preview was offered by Warren Dickinson, executive engineer of the Douglas Aircraft Company, who showed color slides of the Douglas DC-7C planes of the type recently ordered by Braniff. Mr. Dickinson also discussed the plane's capabilities in his accompanying talk to the membership.

✱

Garland Postal Service. Announcement of an additional round trip between Dallas and Garland to be made by the postal mail truck operating between the two cities has been announced by Postmaster Ben Crush to provide improved service. The new mid-day run is in addition to the previous early morning and late afternoon trips.

✱

Reeder Offers Low Bid. E. H. Reeder Construction Company, Inc., was low-bidder on a 24-inch water main to be placed in Ravendale and Woodcrest from Greenville Ave. to Abrams Road in northeast Dallas. The Reeder company's bid of \$84,464.75 was lowest of eight bids submitted to City Council. Estimate for the job had been \$90,000.

Tom Chance

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■ LEADERSHIP

■ SALES

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You, too, can get Continuous Response by tying in with the "Dallas Story." For rates and information—write Tom McHale at the Dallas Chamber of Commerce—or call PROspect 8451.

Commercial PRINTING AND LETTER SERVICE COMPANY



February 3, 1955

BILL NEWMAN
president

Mr. Tom McHale
Dallas Magazine
1101 Commerce
Dallas, Texas

Dear Tom:

I can't let another day pass without telling you how pleased we are with the results of our advertising in "Dallas" magazine.

In the beginning, we decided to test advertising in "Dallas" for one year...unless the response was so poor that continued use would be a waste of money.

The year is almost up...and one thing is certain:

We will continue in "Dallas" magazine for many issues to come.

Two facts are obvious:

1. Your readers are the cream of Dallas businessmen, and
2. The response to our ads is a continuous one through the month between issues.

My thanks to you and your staff for giving our requirements prompt attention.

Sincerely,

Bill Newman
BILL NEWMAN

BH/2b

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Delivered on time...

The speed of machine addressing, machine inserting, and trained personnel guarantee you better service... at a savings... from Commercial.



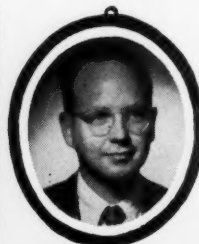
Call
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Commercial

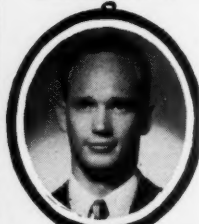
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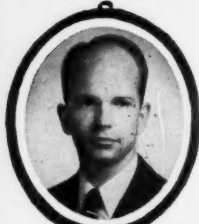
DALLAS, TEXAS



Bill Newman



Orion Newman



Larry Newman

The Ten Largest Banks in the Southwest*

DECEMBER 31, 1954

RANK BASED ON DEPOSITS

BANK	CITY	DEPOSITS	RESOURCES	CAPITAL**
1. First National Bank	Dallas	\$735,892,571	\$797,336,138	\$48,147,607
2. Republic National Bank	Dallas	706,262,786	795,834,733	62,505,289
3. Whitney National Bank	New Orleans	403,918,376	435,078,615	26,254,261
4. National Bank of Commerce	Houston	331,001,774	355,660,000	21,314,567
5. City National Bank	Houston	322,207,202	343,962,000	18,297,472
6. Union Planters National Bank	Memphis	309,404,848	341,837,719	22,253,171
7. Mercantile National Bank	Dallas	307,004,332	333,785,539	24,087,607
8. First National Bank	Houston	301,783,400	322,960,000	18,073,850
9. First National Bank & Trust Co.	Tulsa	265,322,548	282,481,937	15,336,881
10. First National Bank & Trust Co.	Oklahoma City	262,543,036	294,245,990	26,704,676

* Includes the states of Texas, Oklahoma, Arkansas, Louisiana, Tennessee, Mississippi and New Mexico.

** Capital, surplus and undivided profits.

Banking Leadership

The Ten Largest Banks in the South*

DECEMBER 31, 1954

RANK BASED ON DEPOSITS

BANK	CITY	DEPOSITS	CAPITAL**
1. First National Bank	Dallas	\$735,892,571	\$48,147,607
2. Republic National Bank	Dallas	706,262,786	62,505,289
3. Mercantile Trust Co.	St. Louis	582,178,067	47,200,292
4. First National Bank	St. Louis	534,749,222	39,462,545
5. Commerce Trust Co.	Kansas City	454,707,795	31,404,069
6. Whitney National Bank	New Orleans	403,918,376	26,254,261
7. Citizens & Southern National Bank of Georgia	Atlanta	388,920,559	19,658,676
8. Wachovia Bank & Trust Co.	Winston-Salem	364,032,962	24,192,220
9. First National Bank	Atlanta	344,545,026	21,075,065
10. National Bank of Commerce	Houston	331,000,774	21,314,567

* Includes the states of Texas, Oklahoma, Arkansas, Louisiana, Mississippi, Tennessee, New Mexico, Alabama, Georgia, Florida, South Carolina, North Carolina, Maryland, Kentucky, District of Columbia, Missouri and Virginia.

** Capital, surplus and undivided profits.

NOTE: The First National Bank in Dallas and the Republic National Bank of Dallas are the two largest banks in 39 states and the District of Columbia. They are the two largest banks south of Philadelphia excluding the West Coast cities of San Francisco and Los Angeles.

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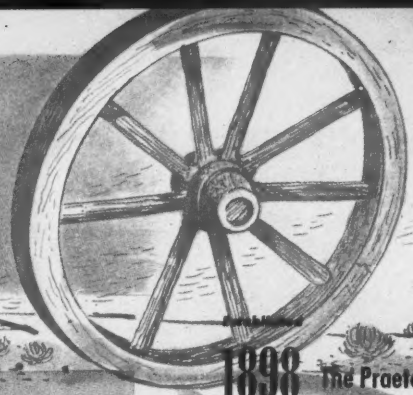
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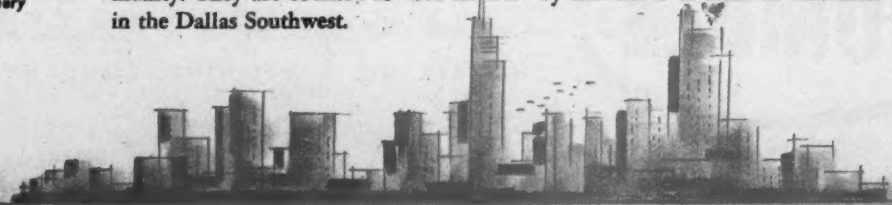
Dallas PIONEERS



AN authentic Dallas "Headliner" of a half-century ago — "Hobson" made news almost daily as he raced down Main, Elm and Commerce ahead of Chief Magee, shown in the above photograph. Harry Lehmann, a fire department captain of that period, now retired at Coppell, recalls that Hobson was replaced by a less romantic open-face, two-seater Buick about 1911. The first Dallas Fire Department, made up entirely of volunteers, was organized in 1873. During that period and for many years later, there were no state fire insurance laws in Texas, no rating bureaus — in fact, not too much insurance business. Most companies operating in Texas were big Eastern firms and they made their own rates, based on their experience in other states. In 1891, George Jalonick started his own fire insurance rating bureau in Dallas and in 1903, Ike Jalonick, his younger brother, resigned his job as Special Agent for the Continental Insurance Company of New York to begin the organization of a company that later grew into the present Republic Insurance Company of Dallas. In those days the odds were against small home-owned fire insurance companies — and Texas had none. Some had tried and failed. The big Eastern companies had the good business. Texas had no building codes and very little industry. It was possible for a whole town to be destroyed by a fire. Originally known as the Commonwealth Fire Insurance Company of Texas, the firm moved its offices to Highland Park in 1908. A second and third company was added to the group and after 1911, these companies referred to themselves as the "Texas Companies" and were referred to in insurance circles as the "Little Texas Companies." Today — in its fifty-second year, the Republic Insurance Company is the South's largest capital stock fire insurance company. It occupies an imposing office building on Cedar Springs and has just begun construction on a new \$1,285,000 home office building. It has a 15 story office building in New York housing its Eastern Department. Hugh Gaffney, president, reports its present assets stand at more than 33 million dollars.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



69 Padgitt Bros. Company

Leather Goods—
Wholesale and Retail

72 Dallas Railway & Terminal Co.

Street Railway

72 Huey & Philp Company

Wholesale

8 National Bank of Commerce

Banking

84 The Dorsey Company

Printers — Lithographers
Furniture — Office Furniture

9 Austin Brothers Steel Co.

For Structures of Every Kind

9 J. W. Linsley & Company

Real Estate and Insurance

2 The Egan Company

Printing, Lithographing, and
Embossed Labels

3 Fleming & Sons, Inc.

Manufacturers — Paper
and Paper Products

6 Briggs-Weaver Machinery Co.

Industrial Machinery
and Supplies

1898 The Praetorians

Life Insurance Service

1900 The Murray Co. of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Cullum & Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1902 Hunter-Hayes Elevator Co.

Passenger, Freight and Home
Elevators

1903 Republic Insurance Company

Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1904 T. A. Manning & Sons

Insurance Managers
Fire — Casualty

1910 Moser Co. Realtors

Industrial and Commercial
Leases and Sales

1910 Red Bryan's Smokehouse

Barbecued Meats

1911 W. W. Overton & Co.

Food Brokers

1912 Stewart Office Supply Company

Stationers — Office Outfitters

1914 Texas Employers Insurance Ass'n.

Workmen's Compensation
Insurance



No. 1 in Texas

Texans cheer the new high performance rating of Esso Extra gasoline for '55 . . . it's No. 1 in sales among premium gasolines by a wider margin than ever.

Texans Prefer Esso Extra for '55

... to any other premium gasoline

In Texas, Esso Extra gasoline is first in sales among premium gasolines by a wider margin than ever . . .

... because Esso Extra for '55 has the *highest performance rating* ever offered Texas motorists . . .

... because Esso Extra for '55 makes any car, new or old, perform better than it ever performed before . . .

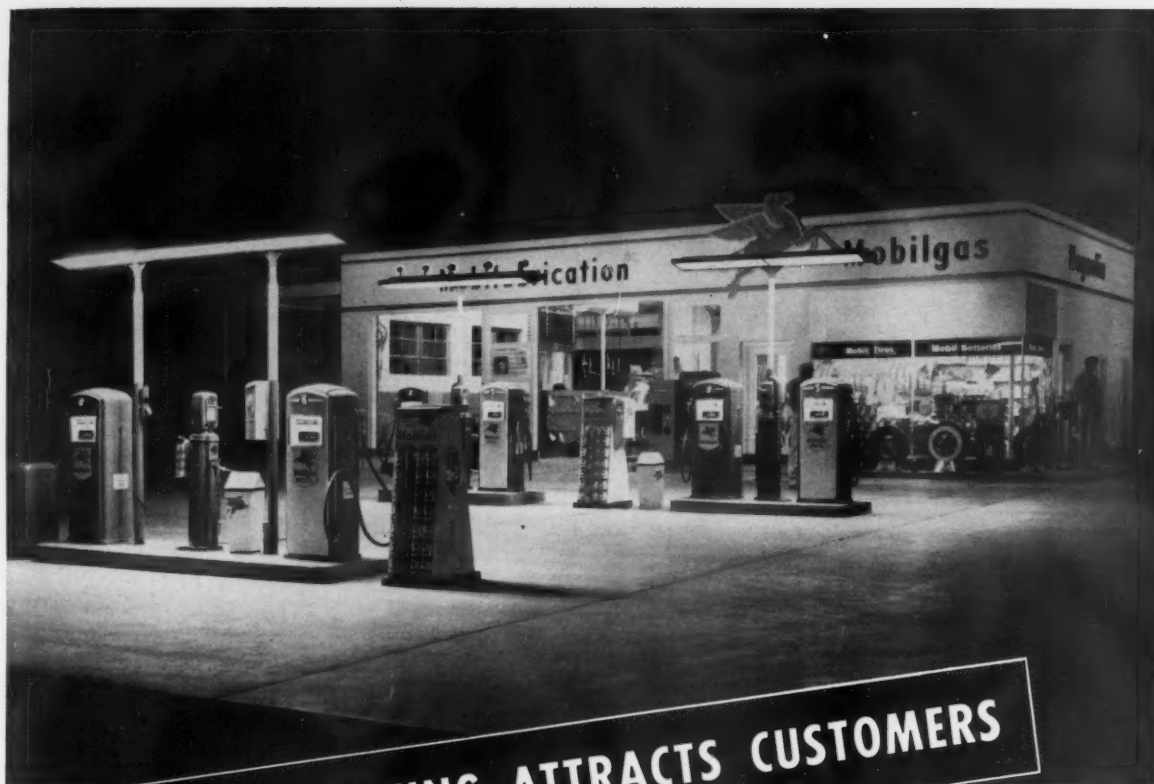
... because Esso Extra for '55 has the highest octane (anti-knock) rating, ranks first in quick starting and warm-up, develops more engine power, and definitely burns cleaner . . .

... and because these *performance qualities* give you an entirely new high anti-knock performance, improved gasoline mileage, quicker pick-up, quieter, smoother operation, and fewer repair bills and engine tune-ups.



Get the Esso Extra habit . . . fill up under any Humble sign. Your car will give you performance you never dreamed it had!

HUMBLE OIL & REFINING COMPANY



GOOD LIGHTING ATTRACTS CUSTOMERS

Good lighting is good business . . . it *means* business when you have services or products to sell after the sun goes down.

You can prove that, to your own satisfaction, tonight. Take any part of any street — busy or quiet, downtown or suburban. Where does your eye go, first?

To the brightest lights in sight!

Light gets attention . . . then, interest! Folks *like* to go where lights are cheerful,

inviting — where good lighting says, "Welcome! We're proud of our business and glad to serve you!"

Put good lighting to work for you, let it be your best outside salesman — night after night, month after month — at a cost that's very, very low for the job it does! Call RAndolph 9321, station 368, and ask for one of our lighting engineers. He will be glad to consult with you on good lighting for good business.

DALLAS POWER & LIGHT COMPANY





Safety of your money . . . safety of the man or woman who handles it. Both are important to you as an employer. When you drive right up to the teller's window, without ever leaving your car, there's less risk involved. Business firms also save time and manpower; eliminate parking and traffic worries; and ignore bad weather. Make your bank deposits with maximum safety and convenience. Pick up payrolls, if you like. We'll have them waiting for you at our Drive-in-Deposit windows, if notified in advance. Just drive in on Commerce . . . out on Main.



YOU NEVER LEAVE YOUR CAR



MERCANTILE NATIONAL BANK

DALLAS, TEXAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

